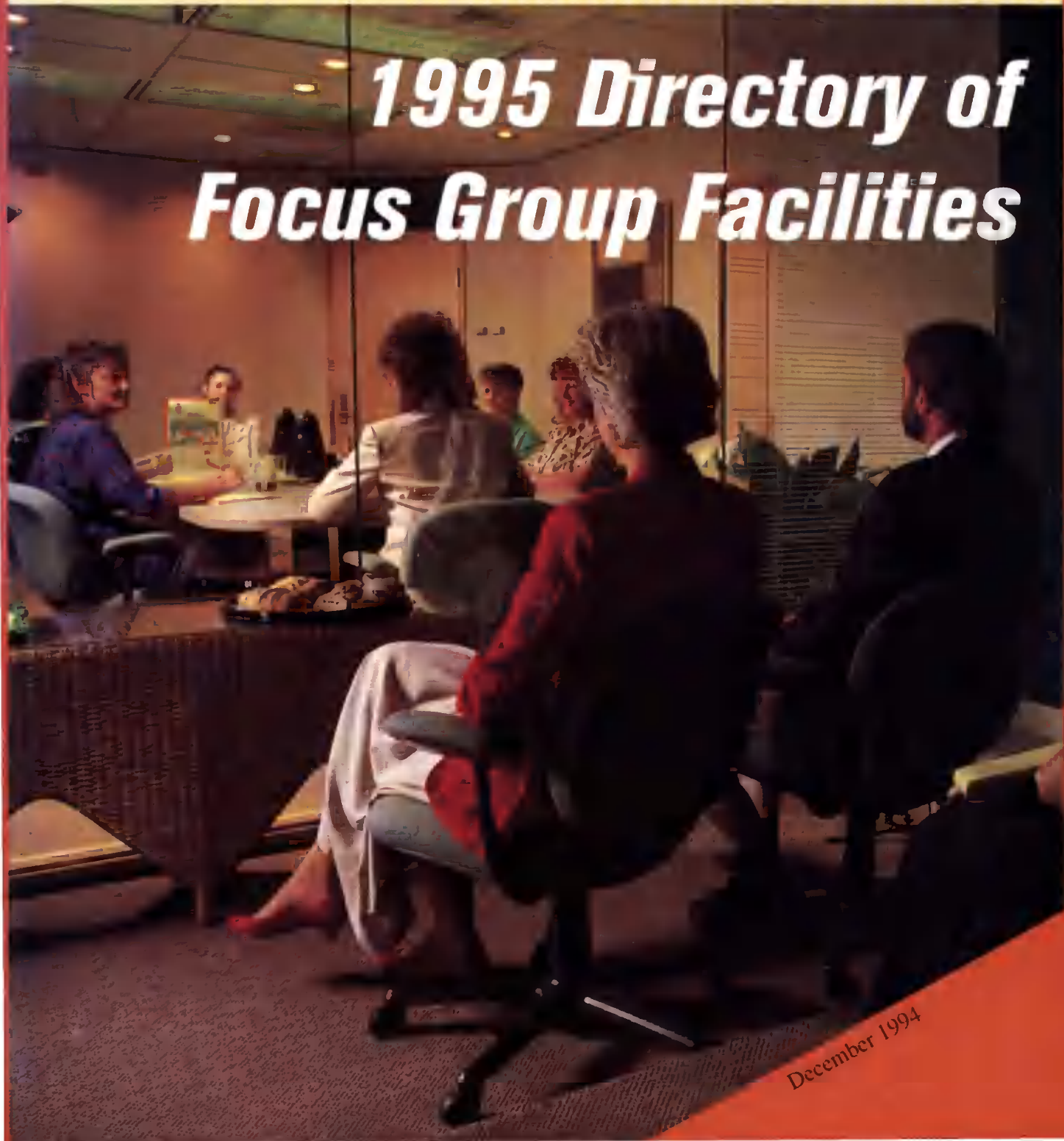


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MARKETING RESEARCH

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1995 Directory of Focus Group Facilities



December 1994



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Volume VIII, Number 10

December 1994

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The 1995 Directory of Focus Group Facilities features hundreds of updated listings. Photo courtesy of the Gilmore Research Group, Seattle.

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BEERRY INSPIRED

A line extension is a tricky thing. If it's well thought-out and makes sense — if consumers actually want the new product — a line extension can increase market share and solidify brand loyalty. But a poorly conceived line extension wastes money, alienates retailers and tries the patience of consumers.

When Finlandia introduced its Arctic Cranberry vodka recently, it did so for the best of all possible reasons: growth potential and consumer interest. While sales of imported vodka have remained relatively flat for two years, flavored vodkas, led by Absolut Citron, have grown nicely. From a consumer standpoint, cranberry flavored vodka is a logical choice: It's the third-most popular mixer with vodka, after tomato juice and orange juice.



Even though Finlandia could see the writing on the wall, introducing a new flavor wasn't something the distiller did lightly, says Chester Brandes, president of the Finnish National Distillers, New York City, the U.S. subsidiary of Finlandia. "From a historical perspective, we were never convinced that flavors were the way to go in this category. So we have spent the last five years shoring up our core franchise in the U.S. and other regions of the world. We felt it was very important that before you go out launching line extensions, you better make sure your core brand is healthy.

"Notwithstanding the fact that our brand is the No. 3 in the category, we had to take note of the growth of the flavor, and wanted to find out what consumer interest was in trying new flavors."

One-on-ones help Finlandia distill a winner

By Joseph Rydholm
QMRR editor

Fruits to berries

Over the course of some two years, Finlandia conducted research with its target audience — 25- to 34-year-old vodka drinkers — to determine which, if any, flavor to go with and, once cranberry made a strong showing, which formulation to produce.

In the early research, consumers were asked about their interest in trying vodka flavored with everything from citrus fruits to exotic berries. Not surprisingly, cranberry made a strong showing, which was good for Finlandia — a major grower and processor of cranberries.

But a cranberry-flavored vodka would have to be red — take out a cranberry's color and you take out the flavor, vodka formulators said — which was clearly a problem, Brandes says.

"Finlandia has always been positioned as a clean, pure, clear product, so the idea of doing a red Finlandia threw up some red flags in Helsinki. In addition, since Absolut Citron and the rest of the category were clear, we thought we should attempt to do a clear product. However it turned out that it is impossible to retain the essence of the cranberry flavor without the color. We felt that the concept was so strong, why not let the consumer make the decision in terms of how color would affect their perception of the product?"

Which formulation?

The next job was to test the various formulations to find one target consumers liked most. For that, Finlandia relied on one-on-one interviews.

The distiller chose one-on-ones over

focus groups because respondents can offer their opinions without influence from others, Brandes says.

"We wanted very objective views. We didn't want people to feel any pressure from the opinions of other respondents. I think you get better feedback from one-on-one interviews. It's been my experience that if you have a strong personality in the focus group, that person can tend to dominate and influence the independent decision making process of the group," Brandes says.

Mike Anastas seconds that emotion. Anastas, president of Focus Probe Inc., New York City, conducted the interviews for Finlandia.

"I think taste is very individual, so I wouldn't have considered [focus groups] for this project. It is my view that regardless of how you control the dynamic, what other people say affects the response of the next respondent. It's supposed to — that's what a group is for.

"The group technique, which was developed primarily in the social sciences, is a near-perfect forum for exploring the unknown. You don't really have to form a lot of questions, you just form a subject and an outline guide — we call it a moderator's *guide*, we don't call it a questionnaire. We're exploring in these groups, and the fact that the industry has converted the convenient group form into an evaluation tool should be seriously questioned."

Respondents for the one-on-ones were upscale young New Yorkers who said they drank vodka regularly and at least occasionally drank it unmixed. Upscale urban professionals were targeted be-

cause research showed they use cranberry juice as a mixer more often than the nation as a whole. Most were 25 to 34 but interviews were done with people 35 to 49 to gauge their interest as well.

"We only wished to talk to people who are used to drinking raw vodka, either frozen, chilled, stirred, or on the rocks. We considered them to have an experienced palate," Anastas says.

Keep up suspense

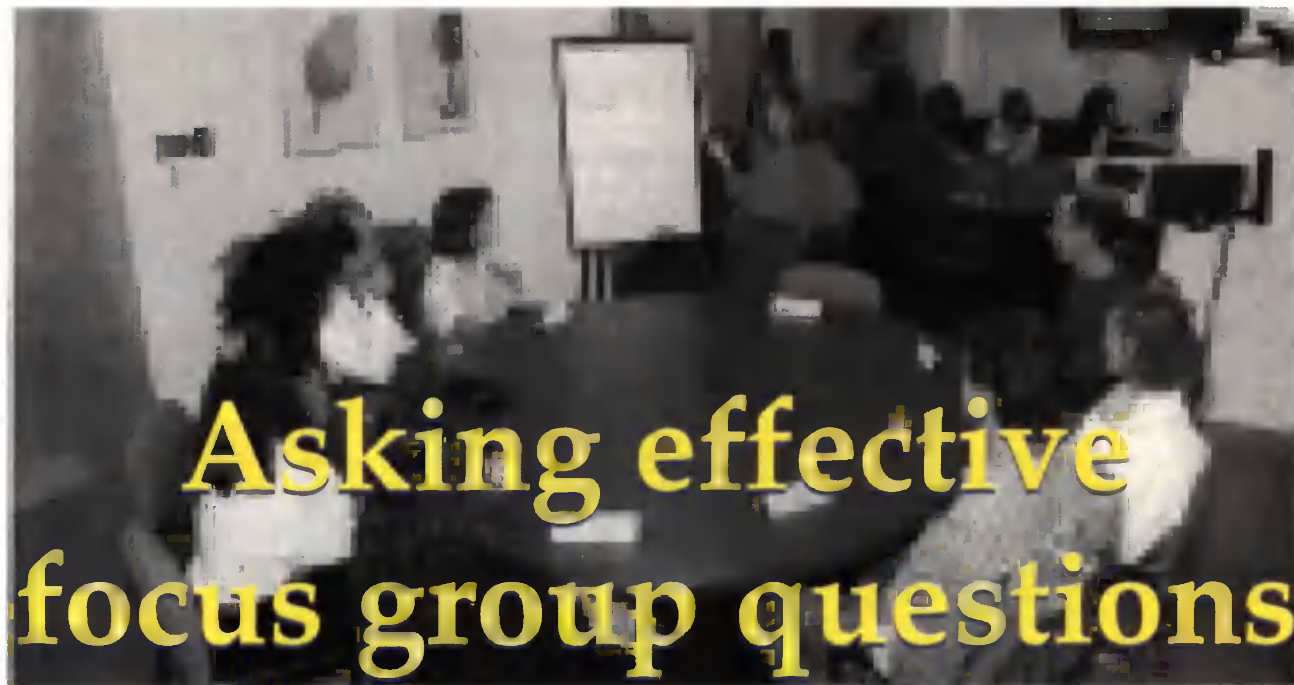
After answering questions about the brands of vodka they drank, how they drank it and what mixers they liked, participants were introduced to the Finlandia Arctic Cranberry concept via three different bottle labels that were under consideration.

Once respondents saw one of the labels, they wanted to taste the vodka. "Their mouths were watering at that point," Anastas says. To keep up the suspense, before they could sample the vodka, they had to tell Anastas what they expected it to taste like.

Anastas made sure that each respondent was served their sample (1/2 shot) under the same conditions. "I was careful to keep the vodka at a cold temperature, measure the precise amount. I poured it in front of each of them. I didn't want there to be anything different that might influence the results."

With the sample evaporating on their tongues, respondents used a 10-point scale to indicate whether the vodka met their expectations. Then Anastas asked them to free-associate their impressions, during which he would probe for clarifi-

continued on p. 49



By Naomi R. Henderson

Editor's note: Naomi R. Henderson is CEO of RIVA Market Research, Bethesda, Md.

In the soft brightness of fluorescent lights, eight respondents wait earnestly for the focus group session on catalog shopping to begin. Each of the eight receives more than 10 catalogs a month and spends more than \$100 each month on items from those catalogs. The moderator gives a clear statement of purpose: "We're here tonight to talk about catalog shopping in general and to look at an idea for a new catalog." General guidelines for participation are given and disclosures are made about taping and one-way mirrors. Respondents introduce themselves, and the moderator easily builds a genial, warm rapport with the respondents.

The moderator asks the first question: *Why do you shop from catalogs?*

One participant answers, "Because it is convenient."

How is it convenient?

"It saves time — time you would

spend driving to the mall."

Another respondent says, "Because there are more choices."

More choices than what?

"Than what you can find in the mall or in department stores."

"I just like the idea of having the world's goods just a phone call away and the books themselves are fun to look at!"

Fun, how?

"You know, you get a cup of good coffee, look at your catalogs, and that's a form of entertainment."

On the surface, the question and follow-ups produce responses that help achieve the study purpose. In addition, the original question meets qualitative research standards of asking easy, nonthreatening questions at the outset of a focus group.

However, a series of questions proceeding along the same line will set a tone of inquisition, and the focus group will soon fall into an "I ask, you answer" pattern, rather than one that allows respondents to interact. The hallmark of a good focus group is

respondents talking to each other and not just responding to the moderator.

The scenario would develop differently if the moderator began by asking: *What role do catalogs and catalog shopping play in your life?*

"I can't wait to get home to see what new ones have come, I love looking at all the items and marking the pages. For me it is a wish book that I can use to make my wishes come true."

Another respondent takes off on a tangent: "While I like catalogs, I'm feeling inundated these days. If you order something, they put your name on other lists and then you get these strange catalogs with items you would probably never buy."

Yet another respondent takes a different tack: "Yeah, but sometimes you get to see some catalogs for things that you would never see otherwise."

The respondent who first spoke up says, "That's the thing about catalogs. They are convenient and you get all these wonderful options, but sometimes you can have too much of a

good thing.”

Another respondent says, “They are an important part of my life. Talk about convenient! I can’t get out to the malls as easily as I used to. With two kids under 6, catalogs are my salvation. I can give great gifts that take only minutes to choose and I get some unusual things that you can’t find at the mall. Can I give a complaint?”

The moderator gives the respondent the go-ahead.

“They really soak you on the shipping and handling.”

The other participants nod and voice agreement.

“Can’t they figure a way to make that less costly?”

The moderator takes a cue from the respondent and opens the question up for discussion: *Any suggestions about how a catalog company can lower the shipping and handling costs without absorbing a loss?*

Conversation on the topic ensues — the moderator intended to bring up the issue later, but since it emerged spontaneously, the moderator pursues it.

Analyzing the depth of the answers to the two different initial questions, it is clear that the “why” question elicited a paucity of responses and the “role” question produced a waterfall, with many opportunities for respondents to provide rich detail for clients. The “why” question invites a rational, not behavioral, answer; one that begins with “because.” A question that starts, “What is the role of...” allows respondents to enter the “answer arena” from a number of different directions.

Given the constraints of focus group research (two-hour time frames, the need for relatively equal airtime for responses, multiple client issues to

cover and the time of day most groups are conducted), it is critical that every question in a focus group be an effective question. It is eminently helpful to explore the factors listed below as they relate to devising effective questions for focus groups:

- where questions fit among the key elements of focus group research;
- role and purpose of effective questions;
- question types;
- drawbacks of poor questions;
- classic or universal questions.

The importance of questions

Good focus group research requires

Having seen the guides used by moderators who have been in business for a number of years, I’m convinced there is a macro on their computers that allows them to easily add “Why/why not?” to a specific question or statement.

several key elements:

1. A clear purpose statement.
2. The right respondents.
3. A trained moderator.
4. An appropriate research setting (a safe place for communication).
5. The right questions.

The moderator has some control over the first four elements and total control over the last one, which has the most impact on the success of the session. But many moderators say they struggle to find the right questions. It is possible to ask the right questions of the wrong respondents and still collect some usable data. The right questions can be crafted

even if the purpose statement is a little murky. An untrained moderator can make several blunders and, with the right questions, still obtain useful data for the client. A moderator can ask the right questions in the wrong environment and still get some useful information.

However, if the first four items are in place and a moderator asks a number of poor questions, the data collected can be weak, faulty, inaccurate and boring! The devastating impact of the wrong questions is one of thing that makes focus group research difficult to sell to savvy clients. If they have been burned by moderators who

ask two hours’ worth of poor questions, it is no surprise they don’t want to conduct qualitative research or trust the information they receive from it.

Role and purpose of effective questions

Traditional focus groups have four distinct stages: introduction, rapport-building, in-depth investigation and closure.

The role of any question in a focus group is to elicit data that help reach the study objectives. Every question may not immediately reach the objective but every question should be on the path toward the primary objective. For example, in the introductory stage the questions asked at the time respondents introduce themselves are not oriented specifically to the study objective, but they do give a snapshot of the lives of respondents. “How old are you?” “Who lives at home with you?” “What are your hobbies?” and “How often do you use X?” are all context-setting questions.

continued on p. 34

THINK SMALLER

think mini focus groups

By Rusty Clowes

Editor's note: Rusty Clowes is senior partner of the Clowes Partnership, a qualitative research firm in South Norwalk, Conn. He is also a member of Qualitative Research Consultants Association.

When someone says, "Let's do some groups," what's the first thing that comes to mind? If it's the traditional focus group format consisting of about 10 respondents, maybe it's time to consider something different: mini focus groups.

The traditional focus group generally consists of eight to 10 respondents. In order to get enough participants, we overrecruit to compensate for no-shows. By contrast, a mini focus group consists of about five respondents, so we recruit seven.

A traditional focus group is normally two to two and a half hours long while a mini group lasts an hour to an hour and a half.

The mini, mini benefits

There are many advantages to mini focus groups:

- **Unfolding studies:** When conducting groups as part of a development process, it's key to have the ability to let a study unfold as respondent input be-

comes available. Whether the groups are being used to test new product concepts, storyboards, rough print/radio executions or packaging, such input can be used to modify, adapt and, most importantly, help an idea evolve.

When information concerning a misinterpreted idea, a confusing concept or a miscue is brought to the attention of the client, it becomes part of the learning process, and it should be understood and should lead to the changes or modifications that are an inevitable part of the evolution of a concept or idea. The darkness behind the one-way mirror may be a less than ideal environment for debating and making changes to a concept, but often that's exactly where the changes occur. The altered concept is then rushed in to the moderator for exposure to the respondents. In a study consisting of only two or three focus groups, there is little time for these modifications to be made and only one or two chances to expose them to respondents.

Instead, consider a study consisting of four to six mini focus groups. Of course, quick changes still can be offered during the groups, but having more groups also allows the time to make carefully considered changes or modifications between groups without the

added pressure of running out of time or groups.

- **The full house:** In the traditional focus group, overrecruiting is considered a safety net to ensure a group of 10 respondents. Groups of more than 10 are generally avoided, since they can be unwieldy and the larger number can inhibit group dynamics. When all 12 respondents show up and we are faced with a full house, two inevitably are sent away, incentive payment in hand. Moderators often have to make a very hasty decision about which two respondents should be sent home.

In contrast, the mini full house of seven recruits does not present the same group management challenge. If all seven respondents show up, why not take all seven?

- **Scheduling flexibility:** Most facilities managers maintain that focus groups composed of working men and/or women should be held at the end of the work day, just prior to the dinner hour or just after, with a maximum of two groups in an evening.

The smaller chunk of time required for a mini groups can open up a number of scheduling options. While scheduling more than two focus groups in an

continued on p. 42



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Qualitative research demands a scientific approach

By Martha Wilson

Editor's note: Martha P. Wilson, M.A., Ph.D. (candidate) is director of Wilson Associates, a San Francisco research firm. Francine Simon, M.A., market research analyst, Kaiser Foundation Health Plan, Oakland, Calif., contributed to this article.

At a recent conference, in response to a comment on the science of qualitative research, a market researcher was heard to say, "Science? I only think of science when I think of quantitative research." This perspective is quite common. Many of the people doing qualitative research have little or no understanding of the "research" or scientific aspect of their work. In fact, a significant number of qualitative researchers have no research training.

This means that day after day, year after year, decisions are being made by health care organizations, toothpaste conglomerates, clothing retailers and an infinite number of other businesses based on qualitative work that may not be credible research. It's information, but is it data?

So what turns the collection of information into research? What transforms information into data? And why is it important? The answer is straightforward. It is the use of the rules of scientific inquiry, known as scientific method, to guide the work at hand.

If there is no scientific method used to conduct the work then it isn't research. The idea behind research of any kind is that information based on research is more reliable and credible than information gleaned subjectively. And yes, even qualitative research requires scientific method for it to qualify as research.

What does the qualitative researcher (or the client seeking good qualitative research) need to know to conduct true qualitative research? They need to understand the fundamental principles of the scientific method and have the ability to implement them in everyday practice.

There are essentially six basic steps involved in scientific

inquiry for qualitative research:

1. Problem formulation
2. Research design
3. Sampling
4. Data collection
5. Analysis
6. Reporting

Carrying out each of these steps requires attention, knowledge and training. These steps are intimately related and critically interdependent. Without one the other step is inadequate and the work loses its status as research. The brief description of these steps is designed to highlight some methodological issues and problems.

1. Problem formulation

Ideally, a great deal of thought goes into the identification and formulation of the topic to be researched. This may include the development of an actual hypothesis to be tested or it may involve setting the parameters for exploratory research. In either case, it must clarify what is being measured or tested and why. It's critical to define the terms for the research at the outset to ensure that what the respondents mean and what the researchers mean are the same thing. Concepts such as "customer satisfaction" or "product attractiveness" should be clearly spelled out before being included in the research instruments.

Problem formulation involves a thorough review of similar research and literature available on the topic and then requires a systematic construction of the problem to be researched. It is most common to specify the actual, measurable objectives of the research during this process. Once this step is complete, the researcher is ready to begin the research design.

2. Research design

Problem formulation and research design are probably the

most neglected areas of qualitative research. "Let's do a focus group" frequently substitutes for these comprehensive steps.

Designing the research first involves weighing the value of a variety of qualitative and quantitative data collection techniques. The researchers choose the data collection techniques that are most effective in meeting the research objectives with the least amount of error and researcher bias. (Unfortunately, the economics of focus groups is more often the reason for selecting them than their actual value in producing the most reliable data.)

Issues of reliability, credibility and replicability are considered and documented for later inclusion in the methods section of the final report.

Having chosen the technique(s), the researcher designs the instruments, which might include a moderator's guide, a guide to field procedures, a questionnaire, an interviewer's guide or observational guidelines and procedures.

3. Sampling

The ability to obtain the particular sample often determines which data collection techniques to use. The design of the sample is usually part of the research design phase. It is so important to qualitative research and so neglected that it is prudent to highlight it as a separate, but integrated step in the research process.

Sampling consists of designing the selection process for the study participants to determine who gets selected, why and how. There are myriad sampling techniques but all share the same goal: minimizing the chances of getting respondents

who do not reflect the target population. Sampling also minimizes the chances that the findings are accidental or coincidental.

A major problem in the field is that focus group research is largely reliant upon databases maintained by focus group facilities. In some cases, these databases have become pools of self-selected, recycled participants, some of whom participate in focus groups and interviews several times a month. In essence, they become "professional research subjects" and as such, their feedback is highly suspect as they come to adapt to the focus group culture and learn to say what they think the facilitators and clients want to hear. There is no reason to believe such databases are in any way random or otherwise representative of the population to be studied.

Simply put, the databases maintained by most facilities are not appropriate for scientific sampling. This means that there is bias built in to the universe used to select participants.

Sampling is designed to factor out bias and limit error in the type of respondent. The best sample is one that both provides access and limits the possibility of including people in the sample who shouldn't be. Note that with focus groups and most interviewing, the sample size is too small and not randomized to make generalizations about larger populations. Even so, the sample should be carefully selected from the universe of people identified during the formulation of the problem.

4. Data collection

Data collection involves the administration of the instru-

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ments selected and finalized during the design phase of the project. It is done under firmly controlled circumstances prescribed by the design to insure consistency and replicability. This means, for example, if you wish to compare responses, all of the questions in an interview are asked of each interviewee in the same way.

Focus group moderator guides are data collection instruments. Often moderators use guides as just that, guides. This means that across groups the questions may not always get asked in the same way with the same wording. Thus, comparative analyses cannot, from a scientific standpoint, be made using the findings of a series of focus groups. (They are made routinely, but are probably not accurate.) For purposes of reliability, the questions must be asked in the same way for comparable groups.

Of course, moderators argue that the nature of qualitative research allows us a great deal more flexibility than quantitative research. The beauty and uniqueness of qualitative work is its lack of structure and seemingly limitless ability to explore the issues. This is not in contradiction to the requirement for structure according to a scientifically derived method. In fact, asking the question the same way every time provides the scientific structure and then allows the moderator to explore the answer, once it is given, in as many creative ways as possible. Thus, the creative aspect works hand in hand with the structure.

5. Analysis


Analysis in qualitative research is, more than any other step, not very well defined. In quantitative research, analyses are highly reliant on statistical techniques, while in qualitative research its most accurate form is simple description with leeway for subjective interpretation.

It is important for descriptive analyses to include all responses and for each response to be characterized as equally important. There is nothing in qualitative research that allows one respondent's answer to be more important than another's. In fact, the researcher must guard against clients who try to prioritize the responses based on what the client likes or dislikes, wants to hear or doesn't want to hear.

One of the most common errors in qualitative research is to fall into quantifying the responses. It is misleading to report numbers or percentages (e.g., 80 percent felt that the product was wonderful) because seldom are focus groups, interviews or observations representative of the target or the general population. Generalizations cannot be extracted about the general population from small group interviews or from focus groups. One can assume that people similar in attitude and behavior to those in the room will hold similar viewpoints but this requires really knowing who the participants are.

The goal of the analysis is to organize and categorize the findings in a way that increases our understanding of the responses in the context of the population under study. This means that the "data" must be analyzed and interpreted in the context of the originally defined problem and research objectives.

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Visuals stimulate richer response in focus groups and individual interviews

By Mike Anastas

Editor's note: Mike Anastas is president of Focus Probe Inc., a New York City qualitative research firm.

Moderators are increasingly using projective techniques in qualitative research, especially photos and artwork to help respondents achieve new levels of self-expression. At the October convention of the Qualitative Research Consultants Association in Chicago, novice moderators asked those of us who regularly use visual stimuli to tell them more about how it's done.

What we told them was simple: Visuals jump-start consumers' imaginations and verbal responsiveness. When asked a question like, "What are your feelings when you use this product?" some consumers become tense and anxious because they seldom get to express feelings about anything, let alone a commonplace product. When asked, "Select a picture and tell how it shows your feelings when you use the product," they relax and launch into complex stories.

Alfred Goldman, a leader in the field of quantitative research, says drawings and photographs are consistently useful projective devices. In *The Group Depth Interview, Principles and Practices*, he and Susan Schwartz McDonald advocate the use of artwork to probe subconscious attitudes:

"Like any projective technique this one liberates participants from inhibitions about expressing their own preferences or opinions, while also concretizing associations they might not be able to express without the aid of picture."

There are many advantages to visual stimuli. Pictures and artwork can:

- inspire consumers to tell richer, more emotional stories

than verbal questions alone;

- arouse the creative right side of the brain better than logic-driven left-brain questions;
- help shy and inarticulate consumers who are not comfortable discussing emotional motivations express themselves.

Consumers are not always on our verbal wavelength but pictures help unite us. We often recruit average Americans, line them up in focus rooms, then riddle them with complex questions such as, "What personality do you feel is projected by this logotype?" Give Americans a break. Researchers should make it easy for them by using pictures instead of words.

Decode questions

We all know the saying, "A picture is worth 1,000 words." Visuals help consumers decode questions they sometimes find too abstract to understand or too confusing to answer, especially if their language skills are not as well developed as we expect.

The basic problem is that most qualitative researchers are verbally advantaged and visually challenged. We sailed through school and conquered business on the wings of our exceptional verbal abilities. Not many graphic designers or art directors become moderators, but we should borrow some of their tricks for our trade. Photos and artwork in qualitative research can be especially rewarding and eye-opening, and visual stimuli are relatively easily assembled and administered.

Decades ago, consumer researchers used stereotypical

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Getting up close and personal with ethnographic research

By Caroline Gibbons Barry

Editor's note: Caroline Gibbons Barry is president of PortiCo Research, Cos Cob, Conn.

Ethnography — a branch of anthropology dealing with the scientific description of contemporary cultures — is finding a home, literally, in qualitative market research. Ethnography is in-home or on-site qualitative market research that reveals consumers' personal feelings, attitudes and cultural values towards a product while observing the product in use. Observational research, as it is also called, is becoming more popular as advertisers, manufacturers and researchers discover its benefits.

Traditionally, an ethnographer is an observer — one who balances sensitivity and objectivity and who lives with a family or in a community to explore their daily life, values and social relationships. A written, photographic or motion picture presentation is utilized to present a description of his/her observations.

A typical ethnographic research project involves the following:

- observing the "process" of usage of a product in its natural environment,
- interpreting the cultural influences affecting consumers' feelings, behaviors and attitudes,
- looking at how the family dynamic affects the perceptions and usage of the product,
- videotaping the interviews and producing a video report to offer the client the opportunity to observe consumer behavior.

Tom McGee, a senior research associate at Doyle Research Associates in Chicago explains: "Observational research is often exploratory — you get a sense of how a product is being used — the process is the focus. People can't always tell what they do because their behaviors are so routine — they may not

be able to relay details about the process. Therefore it becomes quite valuable to observe their routine. The little bits of information that are unexpected are often what we are looking for — we call them the 'ahas'."

A marketing research executive for a detergent manufacturer told me of an "aha" he experienced while doing ethnographic research on laundry detergent in the mid-1980s. He went into consumers' homes and asked women how they could tell if their laundry was clean. They said it was because the clothes looked clean and bright. "Yet their eyes were closed and they were smelling their laundry as they pulled it out of the dryer," he says. "This is information that the respondent isn't aware of and couldn't tell you about."

Al Klein, director of marketing insights for Pepsi-Cola, has used ethnographic approach to test marketing positionings and aid concept development. He says that ethnography helps bring the consumers to management. "I want the moments of truth on video, in a format that is entertaining, like MTV — something that you want to watch and that shows you real people and how they behave."

Problems and pitfalls

Ethnography is an exciting methodology, but it's not without its problems and pitfalls. For example, I'm often asked how can you go into someone's home and not change what they do? Doesn't the camera make them act unnaturally?

It can, but the ethnographer can take steps to minimize that risk. While setting up the equipment, we go through an introduction that is designed to put the respondents at ease. If the interviewer uses a matter-of-fact approach and establishes a



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Survey Monitor

Thinking natural, but not buying it

Displaying a textbook example of a phenomenon researchers encounter often — the difficulty consumers experience in trying to get their real-world purchasing decisions to match their ideals and beliefs — New York-based Roper Starch Worldwide Inc. has discovered that while folks love the idea of natural, environmentally friendly products, they don't often buy the currently available products which fit that description. Organically grown fruits and vegetables drew the highest response of the 10 products the firm asked about: 53 percent of 1,000 adults surveyed (face-to-face in respondents' homes) think that organically grown products are in some way better than fruits and vegetables produced using pesticides and chemical fertilizers. Natural cereal (47 percent) also proved popular. On the low end of the scale, only 19 percent of those surveyed think natural deodorant is better than "unnatural" deodorant. The other seven products asked about were free-range chicken (43 percent), free-range eggs (39 percent) and natural cleaning products (31 percent), soft drinks (29 percent), body soap (28 percent), shampoo (24 percent) and toothpaste (23 percent). Much larger percentages of respondents don't know whether natural products are in some way better than think natural products are not as good. Natural cleaning products drew the worst marks: 14 percent think they are not as good as standard products.

But folks don't necessarily buy natural. In the previous year, only 42 percent of those surveyed had purchased any of the 10 natural products asked about. Natural cereal, which 30 percent bought, was the most popular purchase. The biggest

disparity was discovered in regard to free-range chicken — that from animals raised on farms that don't use cages or chemicals in the production process: While 43 percent of respondents think it is better, only 6 percent had purchased it in the previous year. Only 19 percent had purchased organically grown fruits or vegetables. While Roper Starch refrains from speculating, based on the survey results, about the reasons for the disparity between consumers' opinions of natural products and their willingness to buy them, but it's logical to assume that natural products' generally higher prices put some folks off them.

Brand loyalty bounces up off the mat

Industry sources have been bemoaning branded household products' performances at the supermarket checkout line. But the first batch of data gathered by St. Petersburg, Fla.-based Catalina Marketing Corp.'s Checkout Direct program indicates that consumers' loyalty to products in certain areas is strong. Checkout Direct links retailers' current check-cashing or other card-based program to the Catalina Marketing Network to deliver incentives based on the actual purchase behavior of household over time. Each time a shopper uses his or her card, purchase information is added to the computer data file for the household. When the shopper uses the card in the future, the Catalina Marketing Network accesses the computer file to provide targeted pre-purchase coupons. So far, the system has discovered 72 percent single-brand loyalty for premium juice, 72 percent for premium laundry detergent, 67 percent for feminine hygiene products, 66 percent for pet food, 66 percent for all-

purpose cleaners, 63 percent for diet soft drinks, 58 percent for pasta sauce and 55 percent for ready-to-eat canned soup. The program has also found that a vast majority of customers either always or never buy certain brands. The program currently reaches 5 million households in New York, Philadelphia, Chicago and Southern California. For more information, call the Catalina Marketing Group at 813-579-5000.

Megabytes of computer news

Research companies must feel like overburdened traffic cops as they desperately try to figure out who's flying down the information interstate, who's sitting on the side of the road after a blowout and who's wandering around the side streets, confused. A number of the companies collecting data and interviewing computer users — and nonusers — have recently weighed in with their assessments of the situation as it stands. Of course, by the time you read this, everything will be different — the computer industry is a bit like a teenager that way.

New York-based FIND/SVP's American Information User Survey — consisting of focus groups, a random survey of 2,000 households, and a "boosted-sample" survey of 400 online service-user households — found reason to believe that 3.1 million households access the Internet. A third of them do not use a commercial service (e.g., Prodigy, CompuServe, America Online) to jump onto the 'Net. The survey found that among users, bulletin boards were the most popular online feature (55 percent). Online folks also often download software (46 percent), get and send personal e-mail (44 percent), access educational

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information (40 percent), transfer office files (40 percent) and use consumer online services (39 percent). Onliners are less inclined to hop on the *überbahn* for banking services (6 percent), to make purchases (13 percent) or to get travel info and buy tickets (17 percent). Surprisingly, only 26 percent of online jockeys do the chat (26 percent), even though that seems to be the aspect of networks that gets the most publicity. Onliners tend to watch less TV than nonliners, but they are more likely to watch certain types of programming, such as documentaries, C-SPAN and personal finance shows.

Based on what it came up with in its American Information User Survey, FIND/SVP estimates that Americans are willing to spend as much as \$5 billion on online services, \$10 billion when you throw in entertainment options. Current spending on online services, the company says, is roughly \$1 billion. The study used current spending on cable TV as a benchmark. Some 55 percent of the households surveyed would be willing to spend as much or more on online services as they do on cable.

CDB Research & Consulting Inc., New York, conducted a phone survey that turned up a couple more interesting computer-related tidbits. Consumers looking for information during the computer-buying process said they're consulting articles and ads in general magazines and newspapers just as often as they're diving into the glossy world of computer publications. Of the 500 folks surveyed, 38 percent said they would read articles in computer magazines, but 37 percent said they would peruse articles elsewhere. Similarly, 33 percent would learn from ads in computer rags, but 27 percent would look at ads in other magazines and newspapers.

CDB also found that those looking for a home computer consider the reputation of a manufacturer's noncomputer products as important as the reputation of its computers. Some 91 percent of those surveyed said a manufacturer's reputation for reliable products would make them more comfortable about buying its computer products. Somewhat surprisingly, only 71 percent were assured by knowing that a manufacturer makes primarily computer equipment.

Connecticut Research Group Inc., Westport, Conn., completed a nation-

wide telephone probability survey of 1,200 households and found that folks are aware of leading PC brands, but have great difficulty identifying individual models in a brand family. Though the technogeeks out there can rattle off specific info, few others can describe specific models or associate them with particular features or benefits. Apple, Compaq and IBM have generated 80 percent to 90 percent overall PC brand awareness. The survey also discovered that consumers' tentativeness upon entering the PC market causes the buying

process to go slowly, and consequently, the 1994 household penetration rate is down from the 1993 rate. Still, household penetration grew from 25 percent to 33 percent between January 1993 and July 1994. The company believes 40 percent of all homes will have computers by the end of 1995.

Connecticut Research also did a telephone survey of 600 small, medium and large retailing, manufacturing and service business and found that product ser-

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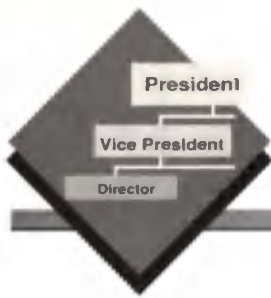


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Names of Note

Robin Spengler, Robert Burke, Robert Mozelewski, Donald Siebert, Philip Barnard and Beatriz Marcet Champagne have been named to the advisory board of the *University of Texas at Arlington's* Master of Science in Marketing Research degree program. Spengler is the director of international product development and research for Kansas City, Mo.-based Hallmark Cards Inc. Burke is vice president of sales and marketing at Pace Foods Ltd., San Antonio. Mozelewski is director of marketing research at Electronic Data System in Dallas. Siebert is director of marketing research for Fruit of the Loom Inc., Bowl-

ing Green. Ken. Barnard is the chairman and CEO of Research International Group in London, England, and Champagne is the director of InterAmerican Heart Foundation for the American Heart Association in Dallas.

Ann Benson has been named executive director of the Quantitative Services Division of *Research Data Analysis Inc.*, Bloomfield Hills, Mich. **Karyn Troiano** and **Ruth Philippou** have joined the firm as project directors. Meanwhile, **Dick Peterson** has been named the western regional director of RDA West, the company's San Rafael, Calif., branch.

(cf. Research Company News)

Amanda Hall has been tapped for the vice president, client services position at *MarketVision Research Inc.*, Cincinnati. She specializes in market strategy development, market and economic analysis, new product and services analysis, demand forecasting, integrated resource planning and regulatory issues for public utilities. Hall has opened an Atlanta office for the firm and has responsibility for MarketVision's Atlanta-area clients and the company's public utilities business segment. (cf. Research Company News)

George Mathew has been named vice president of *Data Niche Associates*, Northfield, Ill. His expertise is in the development of databases and software for the pharmaceutical industry. The company will depend on him to identify client needs and help clients implement database use.

Ilene Lanin-Kettering has joined *Conway, Milliken & Associates*, Chicago, as an account group vice president. She comes to CMA from Maritz Marketing Research's Chicago office.

Susan Tenley has been promoted to data collection manager at *C.J. Olson Market Research Inc.*, Minneapolis.

Terrie Maize and **Bryan Marks** have joined Kansas City, Mo.-based *Market Directions Inc.* Maize is a research manager and moderator. Marks is a senior analyst. Meanwhile, **Vicki Owens** has been promoted to telephone center manager for the company, ownership of which has recently been assumed by Market Directions President **Susan Spaulding**. (cf. Research Company News)

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Research Company News

Research Data Analysis Inc., Bloomfield Hills, Mich., has opened RDA West in San Rafael, Calif. Staffers at the branch office are charged with providing customer satisfaction measurement and marketing research consulting services to companies that are active or expanding in the West. The new office's address is: Suite 200, 2 Heron Court, San Rafael, CA 94901. At the same time, Research Data Analysis has opened a second building in Bloomfield Hills that allows the company to increase its telephone interviewing and data processing capacities. It also provides additional office space.

MarketVision Research Inc., Cincinnati, has opened an office in Atlanta. The new office is designed to provide local service to the company's clients in Georgia and the rest of the Southwest. Besides its headquarters in Cincinnati, MarketVision also has offices in Charlotte, N.C.; Dallas; and Orlando, Fla. The Atlanta office's address is: Suite 260, North Ridge Center, 365 North Ridge Rd., Atlanta, GA 30350.

Tragon Corp., San Francisco, has opened a product testing and focus group facility in Buffalo Grove, Ill., a suburb of Chicago. The full-service data collection center offers a focus group suite and an 800-sq.-ft. product evaluation area with an adjoining 400-sq.-ft. kitchen. Both the state-of-the-art kitchen and the focus room can be observed from a tiered viewing room through one-way mirrors. For further information, call Tragon at 800-841-1177.

Cabrera Marketing Research Services has opened in Ansonia, Conn. The company was founded by Sally Cabrera, a former operations manager for Marketing Corporation of America. CMRS was

started to provide a single resource for a variety of services, including field management of qualitative and quantitative recruitment questionnaires, management or execution of various aspects of data processing, and assembly and extraction of data. The company's address and phone/fax number are: 127 North Cliff St., Ansonia, CT 06401; 203-734-2355.

Ownership of Market Directions Inc., Kansas City, Mo., has transferred from Valentine Radford Communications to Susan Spaulding, president of Market Directions. VR Communications is moving into the production of cable TV pro-

grams, interactive online services and CD-ROM devices. Market Directions will maintain its current structure and location. A joint-venture marketing agreement between VR and Market Directions will help ensure that shared clients continue to receive the service to which they are accustomed, the companies say. Spaulding is now sole owner of Market Directions.

SPSS Inc., Chicago, has signed a value-added reseller agreement with Cardiff Software Inc., Solana Beach, Calif. The VAR agreement gives SPSS nonexclusive

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Product & Service Update

Strategic Mapping's MIS for Windows debuts

Strategic Mapping Inc., Santa Clara, Calif., has introduced a Windows-based marketplace information system called Conquest. The system combines software application modules with demographic, business and industry-specific data sets, and it sports an integrated data-retrieval interface that allows users to access, display and analyze information from

a CD-ROM device, hard drive or client/server network. The system is designed for marketing, sales and market research professionals in advertising, media, real estate, financial services, consumer packaged goods and other industries who need to retrieve and analyze up-to-date, accurate data to determine how to best deploy resources and target customers. The system includes access to SMI's 1994/1999 demographic estimates and projections, 1990 and 1980 Census data and ClusterPLUS 2000

consumer lifestyles data. It also offers four software application modules: Area Analyzer, Segmentation Analyzer, Atlas GIS and Data Manager.

SMI also has dropped the single-user prices and corporate site license fees on its Atlas line of desktop mapping software and development tools. Atlas GIS for Windows 2.0 is available for \$495. LAN Packs are \$1,195 for three users and \$3,495 for 10 users. Atlas Import/Export is \$295 for a single-user copy. Atlas Script/VB and Atlas Script/C are \$495 for single-user copies. For more information, call 800-472-6277.

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Census supplement issued

The U.S. superintendent of documents has released the *County and City Data Book 1994*, a complement to the *Statistical Abstract of the United States*. The supplement offers current official data at the local level and comparative statistics based on the 1990 census. It covers subjects such as income and income growth, education, employment, population, housing and health resources in 1,078 cities, all 3,141 U.S. counties and 11,097 places of 2,500 or more inhabitants. The 1,100-page cloth-bound book includes city and county ranking tables for selected variables ranging from median income to tax base. Further, the book contains detailed state maps, an updated listing of metropolitan areas and their component counties, and appendices. For information about ordering *County and City Data Book 1994*, which costs \$40, call 202-512-1800 from 8 a.m.

to 4 p.m. Eastern time; fax orders 24 hours a day to 202-512-2250.

Investext expands its database again

Boston-based Investext has added research reports from Janet Matthews Information Services' Quest Economics Database to its online offerings. The reports, selected from the QED for inclusion in Investext's database, provide detailed macro-economic, financial and money market-related information on EC and EFTA countries, plus countries in North America, Latin America, Asia and Eastern Europe. They can be used to assess the political and economic risk of business activities. The reports come from such sources as Banque Paribas, Barelays Bank, Credit Suisse, Dresdner Bank, Lombard Street Research, Lloyd's Bank and Societe General. For more information, call Mary McRae at 617-345-2380.

Multiuser version of Teleform released

Cardiff Software Inc., Solana Beach, Calif., has released Teleform Multiuser Version 3 Windows-based forms-processing software for Local Area Networks. The software is a variation on Cardiff's latest Teleform automated data-entry product. When used in combination with a high-speed scanner, a fax modem or a fax server, Teleform Multiuser allows multiple PCs to concurrently access and automatically interpret and verify forms. The software's "Designer" module enables users to create forms for the collection of hand-printed, typed, preprinted or optical mark information. The company says its software can process thousands of forms per hour. Two- and five-user Teleform Multiuser configurations are available for \$1,495 per user; upgrades are available for \$249 per user. For more information, call 800-659-8755 or 619-259-6444.

Trans Union reissues market segmentation system

Chicago-based Trans Union Corp. has updated and reintroduced SOLO,

a system that segments markets according to the spending habits and the behavior of individuals. The product identifies how, not where, people live, and groups folks into 41 clusters; each cluster represents certain lifestyle and behavior characteristics. For more information, call 800-626-2341.

Interface handles data from SAS and SPSS

MarketPulse, Cambridge, Mass., has released a new interface for its marketing software. The interface allows MarketPulse users to easily and quickly import and export marketing data into and out of the SAS or SPSS statistical modeling systems. The MarketPulse SAS/SPSS interface also automates the posting of model scores back to the marketing database and it features a tagging capability and support for the .DBF export format. The interface's tag query result feature enables users to use a query result in subsequent queries and also allows users to take a random sample of a query result and develop another

query to identify specific names or records in the database for use in statistical modeling. MarketPulse's summary files extract feature has been enhanced to support the SAS, SPSS and .DBF formats. In addition, the new interface can create extract files as ASCII files for use with a PC. For more information, call 617-868-6220.

Raosoftware improves SURVEY

Seattle-based Raosoftware has upgraded its SURVEY software package. Version 2.7 of the DOS-based program provides for both data collection and statistical analysis and has an interface designed to be used by both experts and novices. The new version provides additional support for electronic data collection and as a statistical analysis tool is more powerful than version 2.5, introduced last year. Version 2.7 supports network and mail-out or notebook-powered data collection. It also gives designers more flexibility in creating screens.

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War stories:

True life tales in marketing research

By Art Shulman

Editor's note: This is the first installment of a new feature in which Art Shulman, president of Shulman Research, Van Nuys, Calif., presents humorous stories of life in the research trenches. Readers are invited to call or write Art with stories of their own.

A while ago I traded war stories — unusual experiences in our research careers — with fellow research company owner Harry Heller, a former boss I hadn't seen for years. Harry related an experience he had some time ago while testing commercials in the Los Angeles area. It seems that just as the test commercial was being shown in the theater, a minor but quite palpable earthquake rolled across the city. When Harry inquired about a retest, the representative of the research company replied, "That won't be necessary. We'll just compare the results to our earthquake norms."

In return, I told him how, a few years back, I'd personally been an attraction at Universal Studios Tours. It all came about when Universal wanted to evaluate some new outdoor advertising executions. The study required large samples, fast turnaround (1,000 interviews by the weekend) and, of course, low cost. The solution

was obvious. We set up a tachistoscope in a small, enclosed theater on the Universal lot. Over the course of the day, between more traditional attractions, Universal trams pulled up to the theater, where passengers disembarked and were led in and handed questionnaires.

I became a veritable showbiz luminary as I stood onstage and instructed them to write down what they saw flashed on the screen, and later, report their age, sex, and geographic origin. Results were on the client's desk by the time I got back to real life on Monday morning, feeling proud that due to my efforts, Universal guests experienced a part of show business they hadn't been familiar with — the tachistoscopic billboard test.

Later, after it occurred to me that my old boss and I weren't the only ones with interesting experiences, I called some colleagues for theirs. The first person I contacted said, "I wish I could help, but I'm the least funny person I know." He was right. But I wasn't discouraged. I was confident that most market researchers were truly funny. Well, at least that they had some funny experiences.

When the next two folks I contacted asked if what they told me had

to be true, I briefly wondered about the veracity of some of the info our profession passes along.

Finally, Ed Sugar, of C.A. Walker & Associates, reported knowing a senior market researcher who took a client to a topless restaurant in Los Angeles. The researcher was surprised to find that he knew their waitress, a former project director for his company. When the executive asked why she was waiting tables there, the woman explained, "I make much more money here than I ever made as a project director working for you."

Arnie Fishman, chairman of Lieberman Research West, recalls a meeting where an astute advertising agency account exec observed, after seeing a presentation of a tracking study, "Boy that brand DK seems to be increasing, and no one's mentioned a word about it!"

Arnie also recalls the presentation of a major research study, where the head of marketing at a large financial services company asserted, "The results you provide are interesting, but what I want to know is what everybody else thinks, not just the 3,000 people you interviewed."

Gene Delvecchio, director of re-

continued on p. 43

"SURVEY SAMPLING provides a service that enables me to greatly improve the efficiency of my sample designs. Their detailed demographic data and telephone household information permits complex stratified sample designs that wouldn't otherwise be possible.

"Let's take a specific example. I was working on a survey that was looking for 1,600 Hispanic males, between the ages of 18 and 49, in ten states. In those states, only about 11% of the households had Hispanics, and only one-third had a male in the right age range. The Mitofsky-Waksberg sampling technique would have required a truly enormous number of calls just to reach the sample population! I needed a way to increase the probabilities of selecting Hispanic households while controlling for large disparities in the sample weights.

"SURVEY SAMPLING provided a very useful sampling frame by identifying the proportion of Hispanic households in working blocks of telephone numbers and the density of listed working residential numbers in each block. Getting those two factors together improved our hit rate tremendously and made the design much more efficient - with no compromise in quality!

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Warren J. Mitofsky is President of Mitofsky International in New York, specialists in election and public opinion survey research. Formerly Vice President of CBS News Special Projects, he is co-developer of the widely used Mitofsky-Waksberg method, itself an efficient random digit dialing telephone sampling methodology.

Scientific approach

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6. Reporting

Reporting qualitative findings requires the inclusion of the purpose of the research, a description of the research including the reasons for selecting the techniques used, a description of the sampling techniques and a discussion of the recruitment methods. The latter should include a brief discussion of the number and type of people who self-selected versus those who refused to participate.

The findings of qualitative research are most accurate and effective when delivered with a caveat regarding their usefulness. This discussion should highlight both the nature and limitations of qualitative techniques and focus on their value in providing "flavor" and increased understanding. The audience and/or client should be cautioned against making major de-

isions based solely on qualitative findings. Instead, they should be encouraged to combine the findings with other quantitative and qualitative research results to be sure that they have a solid basis for decision making.

Increasing the scientific method

How can you increase the reliability and credibility of qualitative market and social research? Increase the use of the scientific method. Does that infringe on the nature of qualitative research and limit its creative and exploratory capabilities? No. In fact, it can enhance these crucial aspects by providing the credibility the research and the findings deserve.

Qualitative methods were never intended to be without science or structure. The notion that "If it's qualitative, anything goes" defies the very fact that we're trying to conduct a unique type of scientific research. If

it is to be called research it must be based in science not whimsy, gut feelings or budgets.

The unstructured nature of qualitative research is both its strength and its weakness. Its strength lies in the ability to probe the respondent's thoughts, behavior, motivations and lifestyle. It provides a rich array of information and often provides the context that quantitative research can't. But its weakness is that its limited structure makes it subject to a great potential for error. Its much more susceptible to researcher/client bias and therefore requires objectivity and systematic processes.

While there are numerous things we can do to improve the quality of qualitative research, these ten guidelines have been selected to initiate an ongoing dialogue in the field:

1. Remember that qualitative research is best for providing an understanding of the complexities of the issue(s) at hand rather than offering conclusive findings. Both clients and qualitative researchers must refrain from treating the findings as conclusive without including both literature review and other research.

2. Qualitative research is most effective when integrated into a larger project which includes a healthy quantitative component. One of the best uses of focus groups is to test the initial drafts of telephone, mail or intercept survey instruments. This allows the client to get feedback about the questionnaire, about whether or not participants were likely to actually complete it and about their understanding of what each question is intended to measure. The focus groups, being relatively inexpensive compared to the implementation of a survey, allow the client an opportunity for refinement before investing significant time and money fielding the instrument.

3. Many people conducting qualitative lack training in research methods. Becoming conversant with the scientific method through market research or social science courses at your local community college or



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university in research methods can only improve the professionalism in the field.

4. Qualitative researchers must educate clients on the proper use of qualitative findings. We can do this through our initial discussions of design, through the questions we ask about the data collection techniques that the clients have asked us to use and through the oral and written reports we provide. Of course, if we have the opportunity to actually design the research, we can make it a habit to present our designs in the context of the steps of scientific inquiry.

5. The true strength of qualitative research lies in its research design and its theoretical framework. The findings can be validly interpreted within that framework and only within that framework. The soundness and potential replicability of the findings is dependent upon the steps of scientific inquiry. And, like dominos, each step profoundly influences the balance and integrity of the other.

6. Discuss the potential for bias with your client. Highlight the ways that the client's and/or the researcher's preconceived ideas can produce particular results. Identify ways to minimize them and build these approaches into the design.

7. When reporting, include in the methods section a description of the sampling technique and the recruitment process with a discussion of the number and types of people who self-selected into the process and the number and types of people who selected out and why. This means carefully documenting who refuses to participate in the study. If at all possible, obtain minimal demographics.

8. Spend more time finding out who is really in your focus group, individual or small group interviews, observational settings, etc. Collect not only demographics but administer other data collection techniques to find out about lifestyle, decision making, buying habits, etc. Knowing your respondents provides a very solid context for analysis and interpretation. Rather than trying to extrapolate

to larger groups through generalizations, tell your clients the kind of people you have as respondents and extrapolate from there.

9. Purchase sample whenever possible from reputable organizations. Avoid using facility databases when possible. Develop healthy rationale for your sample design and stick to it.

10. If you want to know the proportion of the population that feels a particular way or engages in a

particular behavior, use quantitative research methods. The findings will always be more reliable.

Qualitative research is finally taking its rightful place in the research arena after decades of being frowned upon by the scientific community. To establish a permanent foothold for it in social and marketing research, we must increase its credibility, maintain its naturally fragile integrity and treat it as a serious form of scientific research. □

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Network members report on trends in qualitative research

By Leslie M. Harris

Editor's Note: Leslie M. Harris is founder of the Boston-based International Network of Focus Group Research Centers.

This article is a compilation of research-related trends in the U.S. and Canada gleaned from interviews with representatives of companies in the newly established International Network of Focus Group Research Centers.

To begin with, let's look at some trends in Canada, as reported by Steve Hamilton-Clark, account director, Elliott Research, Toronto. He identified these trends in group characteristics:

- Group size is now typically 5 to 6 respondents, rather than the traditional 8 to 10.
- There is less demand for regional representation — groups are now usually conducted in Toronto and Montreal or in just one center (e.g., Vancouver or Halifax). It is rare to conduct groups across Canada. With less regional representation, fewer groups are being conducted. The typical qualitative project consists of four to six groups rather than eight to 10.
- There is also a broader representation of clients in the back room — it's not just the marketing and ad agency

types attending.

- There is increased use of qualitative/quantitative studies (i.e., giving respondents questionnaires during the focus group).

In general, Hamilton-Clark says, there is no longer a big demand/need for truly exploratory research. Clients can't afford to spend money on research that might prove to be a wild goose chase. As a result, discussion guides have become much more focused.

Consumers are becoming increasingly sophisticated, exhibiting a strong knowledge of marketing issues and using marketing terms/theory in their responses.

Respondent recruitment specifications have become increasingly specific in response to defined/niche target marketing practices. In addition, it's harder to recruit respondents in big urban centers, due in large part to the proliferation of the caller ID feature on telephones. Respondents are less apt to answer the phone if they do not recognize the telephone number, which has led to increased recruiting costs and respondent incentives.

Hamilton-Clark says that clients are demanding quicker turnaround on reports on the groups, in the form of day-after verbal debriefs and written reports

delivered three or four days after the last group. Reports are more succinct (written in an executive summary approach) and there is considerably less demand for supporting quotes in the report.

U.S. research firms have also noted reduction in the number of respondents attending focus groups. Groups now range in size from six to eight respondents versus the traditional groups of 10 to 12, according to Patty Fogerty of the Fogerty Group in San Diego and Renie Vitellaro of Chicago's O'Hare in Focus. They've both seen an increase in the popularity of mini-groups.

Ryan Reasor of The Question Shop in Orange County, Calif., notes the increase in the number of one-on-one interviews. The quotas for this type of research range from 10 to as many as 30, with each interview lasting 30 minutes to two hours.

As in Canada, the number of clients attending focus groups is also up. These days, there can be as many as 15 client representatives watching from the back rooms.

Terri-Lyn Hawley of Focus on Boston reports an increase in the number of early morning and mid-day groups. She says that Friday evening and Saturday morning groups are becoming more common.

Other general findings on the changing nature of group research:

- Moderators are demanding tighter quotas. A shorter time is allowed in recruiting each group.

- Inarticulate respondents are being eliminated from projects.

- Screening questions are becoming more specific as companies seek to recruit only respondents who can really contribute to the group discussion.

- Business-to-business marketers appear to be turning more frequently to one-on-one research, to the exclusion of focus groups.

Tony Blass of Field Dynamics in Encino, Calif., cites the growth in Asian focus groups. During the past year he has recruited more than a dozen groups in Chinese (both Mandarin and Cantonese) as well as in Korean, Vietnamese and Japanese. His company now employs more bilingual recruiters and interviewers.

New techniques and new technologies

Allan Benedict, executive vice president of Nordhaus Research, Southfield, Mich., says videoconferencing is being used as a way to reduce qualitative project

costs by eliminating the travel expenditures of client observers. Videoconferenced groups allow clients in different locations to observe a session on video monitors.

A new application in videoconferencing is the use of multi-point bridging to connect several sites to a central observation point (or even multiple viewing rooms). Nordhaus recently completed a project among automotive dealership representatives across the country, all participating in the same session. All of the advantages of having face-to-face contact remained, without the cost of flying all respondents to the same facility or conducting small group interviews in each city.

Kelly Ireland of the Nor-Tex Group in Dallas says use of telephone focus groups is on the rise. Nor-Tex has also been pre-setting appointments for telephone one-on-ones across the nation, an approach that appears to work very well for low-incidence, hard to reach professionals, Ireland says.

Paul Bolden of Focus on Boston believes the increasing use of the new technologies is a good development if it aids

the moderator and increases the versatility of the group technique. On the flip side, technology can create service problems. Whatever a facility offers, Bolden says, high-tech features should be considered secondary to the overall quality of the facility's basic operation.

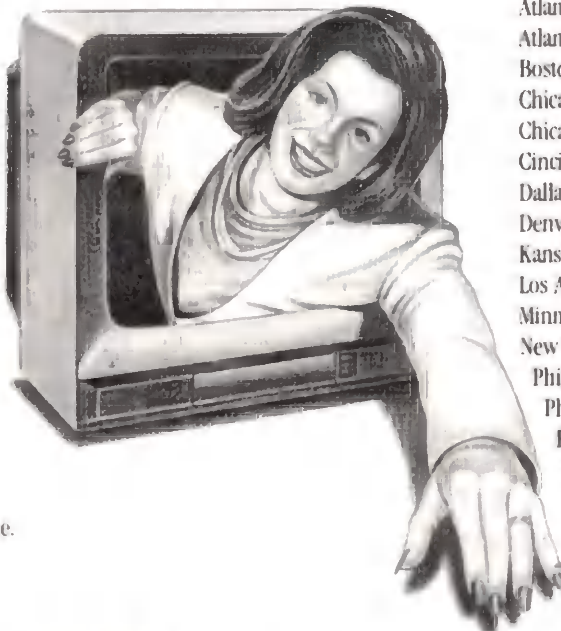
Some facilities are offering moderators an edited tape to support their written reports. They are also providing transcripts of the groups — through traditional note takers, transcriptions made from the tape, or by entering the data into a computer loaded with specialized software that produces a disk for the moderator immediately after the group has ended.

To summarize, consumer-oriented use of focus groups has continued to grow. However, the emerging use of focus groups by business-to-business marketers is perhaps the most important trend among the users of group research. The range of new techniques and technologies has continued to create interest among the companies and moderators who use focus groups, and the ability to utilize these technologies is becoming increasingly important. □

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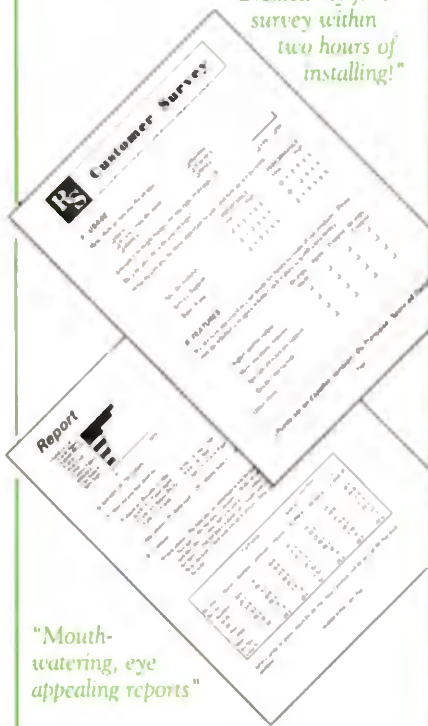
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Product & Service Update

continued from p. 25

This version of the program is Windows compatible and contains a special overlay memory-management feature to handle memory more efficiently for Windows users. The company expects this release will be the last DOS-based version of the program; future issues will be Windows based. Raosoft has also upgraded SURVEYFirst, the same program limited to 1,000 records, to a version 2.7. SURVEY's database can be as large as you want it to be. Both versions can handle an unlimited number of field names. Raosoft SURVEY costs \$495; SURVEYFirst runs \$195. Call 206-525-4025 for more information.

Washington Researchers adds directories

Washington Researchers, Washington, D.C., has released *Bibliography of Business/Competitive Intelligence and Benchmarking Literature*. The publication lists more than 2,000 books, articles, chapters, conference transcripts, miscellaneous documents and audio and video tapes that focus on competitive and business intelligence. The 250-page bibliography groups listings under a number of topic categories: perception and influence of culture on intelligence and behavioral issues; information-gathering tools and techniques; analytical tools and techniques; intelligence in strategic management; benchmarking; international intelligence issues; information security, counterintelligence, industrial espionage; management of intelligence; intelligence and technology; intelligence and government; ethical and legal issues; bibliographies and reference books; and related writings on strategy. The book costs \$281 delivered; call 202-333-3499 for more information.

Medical lists issued

Medical Marketing Service Inc., Wood Dale, Ill., distributes a number of different specialized health care-

related lists. The company sells the list of the physicians, biomedical researchers and other health care professionals who subscribe to *The Lancet*, a list of consultant pharmacists and infusion therapy providers from the Bennett Group Masterfile, the *U.S. Pharmacist* circulation list, the National Association of Managed Care Physicians membership list, the American Association of Physician-Hospital Organizations list, a list of physicians practicing in Mexico, lists of international physicians, and the Healthcare Financial Management Association membership list. For more information, call 800-633-5478.

Call center practices conference scheduled

The Institute for International Research is sponsoring "Managing and Improving the Effectiveness of Your Call Center Practices," a two-day series of lectures and an additional day of workshops. The meeting will include presentations by AT&T, Duke Power Co., Avis, New Pig Corp., USAA Insurance, IBM, Toyota Motor Sales and Pacific Gas & Electric, among others. Two optional workshops take place on the final day of the meeting: "Building a World-Class Call Center and Quantifying Its Impact on the Bottom Line" and "The People Are the Magic: How to Hire and Train Calling Center Employees." All events take place at the Hotel Del Coronado in San Diego, January 23-25, 1995. Admission to the conference only is \$1,195; the conference and one workshop, \$1,695; the conference and both workshops, \$1,995. For more information, call the Institute for International Research at 212-661-8740.

FIND/SVP prepares technology survey

New York-based FIND/SVP has teamed up with Grunwald Associates, Santa Barbara, Calif., to develop a multiclient study of the home market for technology-based educational products and services. The study, "The American Learning Household Survey," is open to charter sponsors,

who have the opportunity — until December — to affect the research design. The study will employ focus groups of parents and children and a telephone survey of 1,200 households with kids to explore a range of issues associated with how technology will be used to improve learning at home. Grunwald Associates is a consulting firm that specializes in education media and content for technology firms. For more information on the study, call Dana Simmons at 800-965-4636; e-mail inquiries can go to dsimmons @ findsvp.com or grunwald @ tmn.com.

Newspapers Online grows


BiblioData, Needham Heights, Mass., has expanded its *Newspapers Online* directory, adding 50 new newspapers and information available on CompuServe, America Online, Prodigy, Delphi and Ziff's Interchange service, along with some of the things on the Internet. The 1995 edition of the reference book, compiled and edited by Susanne Bjorner, also contains information on searching consumer online services for 200 newspapers that are also found on professional online systems such as Dialog, Nexis, DataTimes, Dow Jones News/Retrieval. The newspapers included come from the United States, Canada, Europe, the Middle East and Asia and the Pacific. The new edition of *Newspapers Online* includes the 48 newspapers that have launched electronic services, which often offer unpublished stories and the opportunity to electronically chat with newspaper staff and other users. The directory also contains geographic and demographic information about the area each newspaper serves and tips on searching for articles. *Newspapers Online* costs \$99 plus shipping and handling. Call 617-444-1154 for more information.

Connecticut Research launches effectiveness-measuring service

A new service from Connecticut Research Group Inc., Westport,

Conn., measures the effectiveness of clients' efforts to advertise and otherwise promote personal and home-business technology products. COMMTRAC is a national shared-cost, subscription-based survey research system that evaluates the communications value of promotions. It measures consumers' brand awareness, overall rating, share, satisfaction and buying intentions three times each year, in February, June and October. Data for COMMTRAC is col-

lected and processed by ICR Survey Research Group's EXCEL, a U.S. telephone survey research omnibus. A different random sample of 1,000 adults is tapped for each product category. Connecticut Research analyzes the results and delivers topline data seven days after interviewing is completed. Final reports are available two weeks after the topline is issued. An annual subscription costs \$19,500 per category. For more information, call Frank Rothman at 203-255-4450.



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Effective questions

continued from p. 9

When the moderator moves into lines of questions for the rapport-building stage, he or she should be asking questions that set the foundations for the critical issues that need to be explored in the in-depth investigation. Questions in this stage should be easy to answer and allow respondents a chance to flex their answering muscles.

When the session moves into the in-depth investigation stage, the questions tend to become more precise and more specific. In this stage, each question should clearly support the study objectives and ideally build on the other questions. Any number of strong questions could nicely move the catalog project along:

What items are missing from the catalogs you like?

Can you give me some examples of 'unusual' items that you have found only in catalogs? What are some reasons these items aren't in stores?

If you were starting your own catalog of unusual items for the home and gift giving, what categories of items would you include?

There are no readily available, preformed answers for any of the questions above. The answers could go down a number of paths. As long as the questions support the study objectives, they are appropriate. The degree to which each question produces a rich body of data that can be analyzed is the measure of its value.

What's more, the questions don't provide part of the answer. A true question is one to which you don't already know the answer. Focus group research should find answers we don't already know. The best way to get to those answers is by asking clear, specific and precise questions that will elicit a broad range of answers.

Questions for the closure stage are typically general in nature and are meant to close down the conversation:

Is this focus group discussion what you expected?

Did you learn anything new about catalog shopping by being here tonight?

Question types

There are many categories of ques-

tions (intrusive, eliciting, open-ended, challenging) and an entire article could be written about them. But there are primary categories that form the basis for most qualitative research: general, specific and probing.

The lore of the industry indicates that it seems to work best to move from the general to the specific when asking lines of questions within any one issue area, and to probe when more data is needed. That sounds so simple. So how can a researcher make so many mistakes when moving from general to specific, then probing for more detail? He or she does not fully understand the nature of general, specific and probing questions.

In the shortened time frames in which most projects have to be completed, moderators often don't know what issues a focus group has to cover until a few days before the session.

So, under a great deal of pressure, they write either an outline format and create the questions during the group, or they write a detailed guide with anywhere from 25 to 75-plus questions. When questions are constructed in the focus group, a moderator runs the risk of having to form questions out loud and needing to track and backtrack until the right question gets asked. The process is hard on the moderator and makes it difficult for respondents to focus on their answers. It's hard for the client as well, since the great question that got asked in the first group may not be remembered and asked again in the second because it wasn't written down.

Problems can arise when the questions are written out in some detail before the group but the moderator lacks sufficient time to properly organize them. When they are written out beforehand in shorthand, they are not as effective as fully formed questions. Having seen the guides used by moderators who have been in business for a number of years, I'm convinced there is a macro on their computers that allows them to easily add "Why/why not?" to a specific question or statement.

I've seen that phrase in places where it did not belong and I know it is a reminder to the moderator to probe. However, under the pressure of leading a focus group, the mind will access any piece of data it can find to advance the process, and when it sees "Why/why not?" that is what

it tends to ask! Doing so limits the number of paths the focus group can explore rather than leading to new areas of exploration.

I once gave a client a draft guide to review so they could see the question paths I intended to take. The client called back and said, "We are fine with the questions and the logic path and we want you to add a section on ad recall before you show the new ads. Also, we noticed that there aren't any 'why' questions in your guide. Why is that?" I had to suppress a great deal of laughter before I could tactfully say: "I tend to get richer data if I avoid the word 'why' and ask respondents for reasons or examples. Let's talk about 'why' questions after the first pair of groups and see if any should be added back in." As it turned out, the client forgot about "why" questions because staffers were too busy sorting out all the new insights they got from the focus groups!

General questions open up an issue so that a base is established:

What are some of the reasons for so many catalogs in this country?

How do you think you get on so many mailing lists for catalogs?

Specific questions elicit more than top-of-mind answers. These specific questions stand on the shoulders of the general questions, and they should flow logically:

Here's a new idea for a catalog. [Show sample pages.] In what ways are the items on these pages like all the other catalogs you see?

Can you tell me any items you see here that are truly unique? Which ones are not typically in stores or other catalogs?

What do you need to know about the country of origin of products in a catalog like this new one?

What do you need to know about these items to accept or reject these catalog offerings?

Probing questions unearth more information about a specific point made in response to a previous question. The trick is knowing when to probe and when to move on. My ground rule for probing is when I think I know what a respondent means I ask one more probing question so they can confirm that point aloud for me. I'm often surprised that what I thought I understood (based on my own internal reference) is not confirmed by the respondent. He or she actually sees it in an entirely different way.

When a participant gives an answer that includes a word for which various people have various interpretations, I probe to discover his or her specific reference. Words that fit this category include: nice, pleasant, fine, appropriate, convenient, sexy, fair and in-style. If these words or their like are liberally sprinkled through a respondent's answer, I find the one that I need to understand more clearly and probe:

What exactly do you mean by saying catalog shopping is 'convenient'—how, in what way is it 'convenient?'

Can you give me an example of what 'in-style' means to you.

If you are buying a nice gift from the catalog what evidence would I see as an observer?

Drawbacks of poor questions

Poor questions exact a price, sometimes a very dear one, on the research process. The research can suffer in a number of ways:

- study objectives not realized;
- respondents focus too closely on the question process and not their perceptions, opinions, beliefs and attitudes;
- respondents get bored;

- respondents talk, but don't really answer the questions;

- client sends in lots of notes to attempt to focus the lines of questions;

- moderator under a lot of stress and must "pull teeth" to get data out of respondents;

- clients feel their needs were not served;
- qualitative research gets a bad name.

The classic 10

Some questions seem to work no matter the topic or situation. Universal or classic questions are not magical, they are just useful questions that open up areas for discussion:

1. *If you were in charge, what kind of changes would you make?*

2. *What would it take for this [product, service, ad, concept, idea] to get a gold star? Or, if this [product, service, etc.] received an award, what would it be for?*

3. *If you were the moderator, what would be the next question you would ask the group?*

4. *What would you tell a best friend or family member about this [product, service, etc.]?*

5. *Assume this [product, service, etc.] could talk, what would it say about itself?*

6. *If you could only change one thing about this [product, service, etc.] what would you change, and what's the main reason that one thing needs changing?*

7. After respondents have graded an item, and they have given it something less than an A, ask, *What would it take for this to get an A?*

8. When respondents clearly don't like something and they are making a lot of very negative statements, shift the group's attention to its positive aspects by asking, *Can you tell me five positive things about this [product, service, etc.], no matter how small that positive thing is?*

9. *If you were responsible for selling 1,000 units of this product, what keypoint would you stress in the ad campaign?*

10. *What do you need to know about this [product, service, etc.] in order to accept or reject it?*

Again, there is nothing magical or special about these questions — they just seem to open up new lines of conversation. If a reader has any questions like this that fit a universal or classic theme I would love a letter from you so I can add them to my list. (RIVA Market Research, 4800 Montgomery Lane, Ste. 1000, Bethesda, MD, 20814.) □

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Research Company News

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rights to market Cardiff's Teleform 3.0 for Windows software. SPSS plans to make Teleform an optional add-on in its product line. SPSS says that the agreement marks the beginning of an ongoing relationship between the companies. The SPSS-Cardiff agreement follows hard on the former's acquisition of SYSTAT Inc., another software firm, in August.

In other news from SPSS, the company has purchased the software source code for CHAID from Statistical Innovations Inc., Belmont, Mass. CHAID (Chi-square Automatic Interaction Detection) is a software package that automatically finds statistically significant subgroups, then presents the analysis in diagram form. The package has been marketed by SPSS as SPSS/PC+ CHAID since June 1989. The company offered SPSS/PC+ CHAID as a stand-alone module and as part of the company's DOS-based products. SPSS has offered SPSS CHAID for Windows since June 1993. The company reports that in the last 12 months, revenues for its CHAID products have totaled nearly \$1 million, and that the newly gained source code would allow it to develop CHAID products for non-PC computing platforms and new markets. SPSS did not disclose the terms of its acquisition of the source code.

Meanwhile, Cardiff has forged a relationship with Scantron Corp., Tustin, Calif., that calls for the latter to provide form design and printing services to users of Cardiff's forms-processing software. Cardiff says the agreement will give users a reliable source of professionally printed forms for a variety of data collection applications. Scantron offers its printing services to both VARs and end users. For more information, call Cardiff at 800-659-8755.

ICT Group Inc., Langhorne, Penn., and **R.R. Donnelley Global Software Services**, a subsidiary of Chicago-based R.R. Donnelley and Sons Co., have formed Eurotel Marketing Ltd. in Dublin, Ireland. The new concern offers a full range of telephone marketing, information research and call center management services to companies doing business in Europe.

Chicago-based **fieldwork Inc.** has opened an office in Orange County, Calif. The fieldwork — Los Angeles in Or-

ange County Inc. facility contains three focus group/conference rooms. Its address and phone number are: 18101 Von Karman Ave., Suite 1950, Irvine, CA 92715; 714-252-8180.

FIND/SVP Inc., New York, has acquired Specialists in Business Information, a Long Island, N.Y.-based publisher of syndicated market profiles. Seventeen-year-old SBI produces more than 50 market profiles each year. The profiles are available in print and on diskettes and through the M.A.I.D. online database service. The company will continue to operate out of its Merrick, N.Y., offices. Terms of the acquisition were not revealed.

Market Lab has changed its name and moved. The company is now the **Crestline Research Group** and has relocated from Glen Cove, N.Y., to: 2419 Ironville Pike, Columbia, PA 17512-9676. Crestline's phone number is 717-684-3342 and its fax number is 717-684-6735.

Claritas Inc., has moved its Alexandria, Va., office to Arlington, Va. The new office address is: 1525 Wilson Boulevard, Suite 1000, Arlington, VA 22209-2411. The new phone number is 703-812-2700; fax is 703-812-2701.

The U.S. Public Health Service has awarded **Nancy Low & Associates Inc.**, Chevy Chase, Md., a \$10 million contract to provide research-based marketing, advertising and communications support to the National Health Service Corps' attempts to recruit and retain health care professionals to work in medically underserved areas of the U.S. The five-year contract comes on the heels of a three-year, \$7.5 million arrangement wherein NL&A helped the NHSC increase the effectiveness of its recruitment of primary health care professionals to work in rural areas and inner-city neighborhoods. The campaign was widely awarded and helped the NHSC build awareness of and response to its operations while cutting its cost-per-response rate. For more information, call 301-951-9200.

AutoData Systems has moved. The company's new address is: 6111 Blue Circle Drive, Minnetonka, MN 55343-9108; phone is 612-938-4710; fax is 612-938-4693. The company's toll-free number remains 800-662-2192.

Ethnographic research

continued from p. 16

warm, supportive tone, respondents usually open up quickly and become engrossed in the interview.

Some clients ask to come along and observe the interviews but we try to avoid this because when you're visiting someone's home, more is not merrier. The success of the project depends on establishing a personal rapport.

There are occasions, such as research done in public — in bars, or at sporting events — when clients are welcome to observe and participate in the research.

Since it isn't usually practical to have clients observe the interviews, I meet with them beforehand to confirm the direction the interviews should take. If needed, we can space the interviews out so that the client can make any comments/changes midway through the research.

Enhance learning

There are times when ethnography is inappropriate. When you want a lot of input from the back room, for example. If the research more technical in nature, such as concept development and evaluation, or if it's not dependent on the environment, such as doctors' reactions to a new antibiotic, take advantage of the conveniences and services that qualitative facilities have to offer.

But when the research objectives are suited to ethnography, we've found that ethnography can enhance learning and it can be used effectively in combination with research done in facilities.

An advertising agency asked how I could get the richest information possible on how cold sufferers feel about being sick. I suggested that we go to the homes of cold sufferers and interview them, their spouses and their children to find out how the sickness affects the family.

Where did I get such an impractical idea? In my prior life as a family counselor, I knew that I could learn more about a family in one home visit than I could in months of individual sessions. I also knew that if I wanted to really understand something (a decision, feeling, attitude, value) — I often had to ask the whole family, including grandparents and young children, as they often held the key information.

The client liked the idea but thought

that they should also conduct 100 one-on-ones in case we didn't come up with anything of interest. And so we went, videotaping people home sick with colds, interviewing the family members individually to get their unique impressions of the characteristics of being sick — the feelings, observations and experiences of using cold remedies. We also looked around the house, in medicine cabinets, in back hall closets and on kitchen shelves, and uncovered personal histories of cold medicine usage. Ultimately we found out a lot more than we had anticipated.

For example, one woman had convinced me that other than being "a little crabby," her daily routine was unaffected by her cold. When I interviewed her husband and asked him about his wife's comment about being "a little crabby" I received a vivid account of

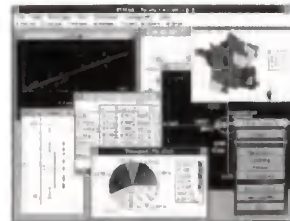
how her cold had led to their fighting, that he had been sleeping on the couch and taking their son out for long days and nights to "get out of the way." Their son gave a tearful account of how his mother has been ignoring him and that he too has been sick.

After viewing the insights we uncovered, the people at the ad agency were ecstatic. The creatives feasted on the videos, the agency's client was impressed by the video report, and the information from the ethnography brought the one-on-ones to life.

While there's no guarantee that every ethnographic research project will be such an overwhelming success, the insights we uncovered are commonplace. With ethnographic research one thing is for sure: You may not be able to predict what you'll find, but you can predict that what you find will be valuable. □

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Visuals

continued from p. 15

portraits of nurses, farmers or stockbrokers to quantify brand images. Now we use photos and symbols randomly clipped from magazines to reach for a deeper level of emotional awareness and expression. Pictures can generate those heavenly breakthroughs of discovery, when a respondent says, "You know, I never realized that before!" and an observer says, "You know, we never learned that before!"

In *Qualitative Market Research, A Practitioner's and Buyer's Guide*, Wendy Gordon and Roy Langmaid describe many different projective tools that can be used to reveal beliefs and feelings, including random piles of words and pictures cut out of magazines. Respondents choose the ones they associate with a particular brand or product and explain their choices.

"The exercise allows the researcher to discover the more emotional responses to brands and their imagery. Respondents choose words and pictures that demonstrate their beliefs and feelings about a brand which would otherwise be difficult to articulate."

To explore specific aspects of a brand's personality, Gordon and Langmaid suggest designing collage boards with selected photos and symbols to provide consumers with open-ended image options. You can focus on one aspect of a brand or category, such as potency, by selecting specific images to reflect that aspect.

"Visual collage boards can be designed to explore abstract concepts such as romance, freshness, modernity, wisdom, balance and many more. They can also be used to understand the most meaningful symbols for a particular brand."

Turn "I don't know" into "Lemme tell ya"

You can become sold on the use of visual stimuli the first time you follow a verbal question with a picture-based question on the same topic. The difference in responsiveness is amazing. For example:

For a series of focus groups with interactive video game players, we used traditional benefit laddering techniques to probe primary benefits, the importance of each benefit and the emotional payoff or value of each benefit. You could tell from the participants' disinterest that most of them wanted to escape. Then we gave each respondent color copies of a photo collage with 75 different emotional reactions, ranging from the euphoria of winning a race to the exertion and strain of a tug of war. The groups came alive like children at a picnic. Each respondent told a colorful story describing how it feels to use the product and why it is such an important part of their lives, based on a selected photo.

To explore the benefits of chewing gum among teenagers, we set up a wall of photos that teenage gum chewers had clipped from magazines (supplemented with additional photos we had selected). I especially remember one introverted young fellow in Mesquite, Tex. You know him, he's the one with the turned-around baseball cap who speaks only in monosyllables: "Yup," "Nope" and "Don't know." His whole demeanor changed when I asked him to select two or three photos that showed what he felt when he chewed gum. He talked for seven minutes straight, without probing, about his picture and his gum and

his routine and his outlook on life, I have it all on videotape.

In another exploratory among teenagers, we were trying to define the personality of a brand, so I asked, "What personality would you say that brand has?" The youngster looked me in the eye and shook his head wordlessly. He didn't know what personality meant. Then I displayed pictures of various demographic groups and asked, "If the brand were a person, who would it be?" In a flash, he said one brand was a young skateboarder who takes chances and has a great time with his friends, and that another brand was a librarian who wears funny shoes. With joy and confidence, he described the distinct profiles of four major brands, using the photos as his guide.

Cutting and pasting is child's play

Making up photo montages or random photo sorts is fun. When there is time and opportunity, ask actual users to clip magazine photos that illustrate benefits and feelings about the particular category, then supplement their photos with your own. Some moderators keep vast files of interesting photos, but I'm not that organized. I keep stacks of photo magazines that show a wide variety of people and emotions, avoiding celebrities or sports stars who project other symbols. Look at medical trade journals for pictures of suffering, shelter books for blissful consumers, sports journals for a range of emotions and foreign magazines for all kinds of surprises.

Some moderators use as few 10 or 15 large photos that can be shown to the entire group at once. Some put a pile of random magazine clippings on the table and ask respondents to pick a clip. In some cases, it is desirable to show sets of occupations,

automobiles, sports activities and houses as a way to personify different brand images. I like to use a photo montage of images related to the particular category.

After you collect the photos for a montage, select and mount them on stiff legal-sized paper with stick-on numbers to code each photo. Magazine photos make great color photocopies, so each individual in the group can have a set. Vary the order of pages to achieve variety and make extra sets for observers behind the mirror.

One final note: Clients should not get hung up on which photos everyone selects, but rather should listen carefully to the stories those photos evoke. The photos are not definitions of a brand's image and should not start creeping into advertising. The photos and artwork are simply a wonderful way to visit our respondents' subconscious feelings and perceptions.

Experiment with your friends

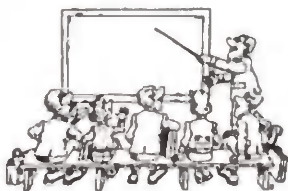
If you feel uncertain about using photos in qualitative research, assemble a set at random and use them as a parlor game with your friends or family. Once you see how easy to use and stimulating photos can be, you'll include them in your qualitative arsenal. □

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Goldman, A.E. and McDonald, S.S. *The Group Depth Interview*. Englewood Cliffs, New Jersey: Prentice-Hall, 1987.

Gordon, W. and Langmaid, R. *Qualitative Market Research, A Practitioner's and Buyer's Guide*. Brookfield, Vermont: Gower Publishing Company, 1988.

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Survey Monitor

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vice most dramatically increased PC brand loyalty. Virtually all of the businesses queried had purchased at least one PC in the previous year, and two-thirds were brand loyal. The third that did switch brands most often did so because of shifts in system requirements. The second most often mentioned reason for brand replacement was unsatisfactory product service and support.

According to a survey conducted by Lakewood Publications, Minneapolis, training and development professionals think the biggest challenge facing their organizations is dealing with rapid advances in computer technology. More than half of the 297 individuals queried (55 percent) believe it is "true or very true" that changes in their companies have resulted in employees becoming more dependent on information technology. Half of all organizations use computers for training. CD-interactive- and CD-ROM-based training systems are expected to grow most rapidly in coming years.

Athletes: We love them, we hate their money

Fans may jump on and off the bandwagon according to a team's performances on the ice, field or court, but apparently once they lock onto an indi-

vidual athlete, they don't let go. Sports Media Index — based on a national consumer mail panel survey of 2,410 people 13 and older conducted by American Sports Data Inc., Hartsdale, N.Y. — shows that eight of the 10 most recognizable athletes in America are retired. Only footballer Joe Montana is still a full-time player: Arnold Palmer rarely plays competitive golf anymore. Magic Johnson tops the list of most recognizable athletes. He is followed by Muhammed Ali, Mike Jordan, Sugar Ray Leonard, Chris Evert, Joe Namath, Larry Bird, Montana, Palmer and Kareem Abdul-Jabbar. Of the 25 most recognizable sports stars, only three — Evert, Martina Navratilova (No. 18) and Jackie Joyner-Kersey (No. 25) — are women. When it comes to athletes viewed as most influential on purchase decisions, Jordan is the king and Montana is the prince. Shaquille O'Neal, who didn't even make the top 25 most recognized athletes, is the third most influential. Nolan Ryan, Johnson, Bird, Wayne Gretzky, Bo Jackson, Chas Barkley and Palmer round out the top 10.

The flip side of the public's love affair with pro athletes is its disdain for the heaping piles money they make. Before the baseball strike began, Roper Starch surveyed 1,996 people, only 2 percent of whom feel that pro athletes are underpaid. At the same time, 87 percent think athletes are overpaid. Sportsters shouldn't feel picked on, though, an equally large majority of those surveyed feel celebri-

ties and entertainers are overpaid, too. Folks also think lawyers (83 percent), presidents of major corporations (77 percent), senators and congressmen (69 percent), doctors (68 percent) and TV news anchors (62 percent) get too much money for what they do. People believe restaurant workers are criminally underpaid (82 percent). Public school teachers (66 percent), secretaries (63 percent), and cops (58 percent) rounded out the short-changed list.

Pushy bras get snapped back by the gals

The September issue of "EDK Forecast" showed once again that when it comes to research on the front edge, EDK Associates bodicely goes where no man has gone before. The New York research company sounded out 500 adult women nationwide on their feelings about the state of bras and the, ahem, upshot of advertisements for the mechanical marvel that is the Wonderbra.

EDK reports that 36 percent of its respondents buy sexy lingerie to make themselves feel a little tingle of excitement. (Of course, 37 percent get the same thrill out of a new hairstyle.) Among women under 35, 48 percent say picking up a new bra makes them feel most sexy. Dismissing price as a factor, though, only 15 percent of the ladies surveyed go for the push-up bra. An equal portion of the crowd likes the black lace number, while 27 percent prefer pastel lace. Least scintillating but most popular — among all age groups — is the white cotton bra (36 percent). The strongest markets for the Wonderbra and other new push-up models is women 25 to 35 and those earning between \$35,000 and \$44,999. In general, though, women vastly prefer comfort to sex appeal, and they complain that finding a brassiere that offers both is tough. (Though 40 percent said they've managed the feat.)

Though 76 percent of women think bra ads are designed to be sexy for men, not for women, only 37 percent feel at all inferior to the perfect-skinned models in the ads. Virtually all women (97 percent) buy bras to please themselves, not the men in their lives, but 47 percent of those surveyed — and 63 percent of those under 35 — said the men in their lives notice a new bra without being, um, prompted. One thing leads to another,

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1. Was this your first visit to this centre or have you visited before that.....
 Visited within the year.....
 Visited before that.....

Absolute	Good	Fair
42	125	130
8%	25%	28%
16	55	87
6%	22%	35%
26	70	51
10%	28%	20%

First visit Visited before within the year Visited before that

and pretty soon the survey finds that only 36 percent of women under 35 remove their own bras during love-making sessions. Whew, time for a chilly shower. For more information, call EDK at 212-582-4504.

The call for lower rates

With new legislation set to open long-distance markets to increased competition, one would think consumers' rates would go down, but a study conducted by Chilton Research Services, Radnor, Pa., shows that phone users think they're going to get rung up with bigger bills. Pressure on the Interexchange Carriers (IECs) will come from the Regional Bell Operating Companies, "Baby Bells," to whom the IECs already pay sizeable access fees. While the IECs are chagrined about the BBs' entrance into their end of the phone service market, two out of five of those surveyed think the cost of local service will go up and that long-distance rates will go down. Another third thinks both will cost more. Survey results indicate to Chilton that three out of every four dollars of the \$69.3 billion spent on phone service in the U.S. pays for long-distance

calls. The average monthly household tab is \$60 — and that doesn't even include the cost of three-way calls and call waiting. Chilton predicts that heavy phone users (\$100 per month) will be most likely to switch to service provided by the Bells. Chilton's findings are compiled in a report called "Winners and Losers in the Long Distance Race." For more information, call 610-964-4607.

Car travel: Same as it ever was

Americans love their cars and love their highways. Each year, according to a survey conducted by Beta Research, Syosset, N.Y., for *Good Housekeeping* and Chevrolet, families in this country put more than 155 billion miles on their wheels. The survey discovered that while parents share the preparation duties, dad handles the bulk of the driving in 68 percent of the families polled. Supporting another stereotype, the survey found that women are more likely to ask for directions — which is often necessary because *somebody* gets 97 percent of road travelers lost at one point or another.

Activity/coloring books are the most

popular in-car diversion for kids: 71 percent of families on the road have some kind of interactive books in the back seat. Of course, this is the '90s, so 22 percent of families traveling bring hand-held video games; 18 percent have a personal tape or CD player in the car; 17 percent bring along a pillow.

Families report that fruit, dried and otherwise, is the most oft-packed snack (35 percent), but moms may have snowed researchers on that count — chips and popcorn followed hard behind (34 percent). Three percent of traveling families do not eat in the car.

Game-wise, the license-plate checkoff routine still has plenty of fans — 32 percent reported passing the miles with it. The ABC/alphabet game (whatever that is) was noted by 17 percent. Bingo still has some devotees (8 percent) and 20 questions and card games also drew some nods (6 percent each). Believe it or not, "Old MacDonald" is still the most popular car song.

And yes, "Are we almost there?" remains the most often heard in-car comment: 74 percent of the families in the survey said it was inescapable and repeatedly repeated.

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Mini groups

continued from p. 10

evening often turns the session into late-night event, three minis can reasonably fit into an evening. If you're looking for even more flexibility, the fact that a mini demands a total time commitment of about an hour and a half means breakfast or luncheon groups may be viable options. Under certain circumstance, you can even work in a Saturday morning group. (Is there a Sunday brunch group in the future?)

Mini costs

Lower costs do not qualify as an advantage of mini groups. Logic may tell you that a mini should cost only half as much as a full-on focus group, but this is not in fact the case. Recruiting costs per respondent are the same, so the two mini groups in the scenario described above would require the facility or research company to recruit 14 respondents — as opposed to 12 for one traditional focus group. In addition, other cost elements — such as facility rental and respondent incentive fees — are not

necessarily half of those of a full-sized focus group.

As a rule of thumb, one mini group costs approximately 55 percent to 60 percent of what a traditional focus group costs.

Time and effect

Nowhere is it written that a mini group must last only half as long as a focus group. So the notion that mini groups should only be used in studies with a restricted or limited agenda doesn't hold up. Figure one shows the available discussion time per recruit for a two-hour focus group with 10 respondents versus the time per recruit in a mini group with a full complement of seven respondents. The full house mini group provides slightly more discussion time per respondent.

For some respondents, the smaller group setting also seems to provide a less threatening atmosphere for offering thoughts and feelings. Further, it's difficult for respondents to hide or hold back in this small group. Of course, it's always up to the moderator to establish a rapport and make sure the participants feel they are in an accepting, nonthreatening atmosphere — whether the group consists of five, 10 or 15. But the smaller size of the mini group seems to help in this regard.

Evolve concepts

It is not necessarily time to chuck the traditional focus group format. But it is very worthwhile to consider using mini groups, which are a particularly excellent way to evolve concepts or ideas with ongoing consumer reaction and input. Converting to mini groups can allow for more individual groups and, in turn, more opportunities to expose concept changes and modifications.

Mini groups offer other advantages:

- the option of taking all respondents recruited without sacrificing discussion time;
- more scheduling flexibility because less time is required per group;
- a more intimate atmosphere that seems more conducive to discussion and participation for some respondents.

From a cost standpoint, a mini group is not half that of a focus group because recruiting costs, incentive fees, and facility rental are not one-half the cost of a focus group. However, for a cost that is 55 percent to 60 percent that of a traditional focus group, the mini focus group offers an attractive alternative. □

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True tales

continued from p. 26

search at Ogilvy & Mather, Los Angeles, relates an experience involving a focus group with real estate agents. The day the group was scheduled, news broadcasts announced that some real estate agents in a different part of the city had been taken hostage by a gunman. That afternoon all but one of the agents scheduled for the group called to cancel, supplying a variety of reasons for backing out, none of which were the true reason — they were afraid the session was a scam to capture them for ransom.

Gene also remembers a focus group in which consumers had been pre-screened as recent home buyers, as well as for security. Part of the session involved reaction to a print ad for a financial institution. It was quite a surprise when one of the respondents in the room turned out to be the model in the ad.

Focus group moderator Louise Kroot-Haukka reports leading a discussion among female fast food buyers about prospective new formulations being considered by her client. In the midst of taste testing, one of the respondents threw up. On the test burgers. The client, observing behind the mirror, was only partially consoled when the rueful woman confessed afterwards: "I was sick before I ate. It wasn't your food."

She happened to be a recent home buyer who didn't work for a market research company, an advertising agency or in the real estate business, and who was recruited entirely by coincidence!

Focus group moderator Louise Kroot-Haukka reports leading a discussion among female fast food buyers about prospective new formulations being considered by her client. In the midst of taste testing, one of the respondents threw up. On the test burgers. The client, observing behind the mirror, was only partially consoled when the rueful woman confessed afterwards: "I was sick before I ate. It wasn't your food."

Respondents aren't the only people who throw up. Harry Heller reports that he rented a helicopter to fly over Long Island in order to locate houses with swimming pools for a pool chemical product placement. After about half an hour in the lurching helicopter, Harry upchucked all over the map he was using to record locations of swimming pools.

In future installments of this column, I'll report on more quirky, loopy and strange happenings in the world of market research. Whether you're a research provider or a client, if you'd like your story to be told — anything related to marketing research is usable, from spilling soup on your client's new suit to cute answers respondents provide on questionnaires — please call me at 818-782-4252. Or, better yet, write it up and fax it to me at 818-782-3014. ☐

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Technometrica
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Spier Research Group
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DIR'S HealthCare Consultants
Medical Marketing Research, Inc.

Ohio

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Direct Feedback

Texas

First Market Rsch. (J. Heiman)

Utah

Focused Solutions

Washington

Consumer Opinion Services

Wisconsin

Gene Kroupa & Associates

SPECIALTY CROSS INDEX OF MODERATORS

Refer to Preceding Pages For Address, Phone Number and Contact Name

ADVERTISING

Brand Consulting Group
Cambridge Research, Inc.
The Clowes Partnership
Creative & Response Rsch. Svcs.

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Fader, William & Associates
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Kehr Research, Inc.
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James A. Lumpp
PACE, Inc.
Spier Research Group

Strategy Research Corporation
Sweeney International, Ltd.
Thorne Creative Research
Dan Wiese Marketing Research

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James A. Lumpp
Market Navigation, Inc.
Dan Wiese Marketing Research

ALCOHOLIC BEV.

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Strategy Research Corporation

APPAREL/FOOTWEAR

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ASIAN

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Communication Research
Data & Management Counsel, Inc.
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BUS.-TO-BUS.

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Intersearch Corporation
Gene Kroupa & Associates
James A. Lumpp
James Spanier Associates
Spier Research Group
Sweeney International, Ltd.
Wolf/Altschul/Callahan, Inc.
Yarnell Inc.

CHILDREN

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Fader, William & Associates
KidFacts Research

Matrixx Marketing-Research Div.

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James A. Lumpp
Marketing Advantage Research
The Marketing Partnership
Rodgers Marketing Research
Thorne Creative Research
Dan Wiese Marketing Research
Wolf/Altschul/Callahan, Inc.

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Michael Carraher Discovery Rsch.
Erick and Lavidge
Fader, William & Associates
James A. Lumpp
Strategic Research, Inc.

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BAI
Spier Research Group

EDUCATION

Marketing Advantage Research

ENTERTAINMENT

Sweeney International, Ltd.

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Creative & Response Rsch. Svcs.
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First Market Research (J. Reynolds)
Intersearch Corporation
Marketing Advantage Research
PACE, Inc.
James Spanier Associates
Strategy Research Corporation
Sweeney International, Ltd.

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Fader, William & Associates
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The Research Center
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Sweeney Int'l. Ltd.

FOODS/NUTRITION

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KidFacts Research
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Thorne Creative Research

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Thorne Creative Research

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Erick and Lavidge
Erich Transcultural Consultants
Find/SVP
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First Market Research (J. Reynolds)
Freeman, Sullivan & Co.
Infotech Research Studies
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Kehr Research, Inc.
Market Navigation, Inc.
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MedProbe Medical Mktg. Rsch.
Medical Marketing Research, Inc.
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James Spanier Associates
Strategy Research Corporation

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Hispanic Marketing
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Kehr Research, Inc.
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Thorne Creative Research

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Market Navigation, Inc.
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Sweeney International, Ltd.
Dan Wiese Marketing Research

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Marketing Advantage Research

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Leichliter Associates

MANAGEMENT

James A. Lumpp

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Intersearch Corporation
Kehr Research, Inc.
Nancy Low & Associates, Inc.
Matrixx Marketing-Research Div.
MedProbe Medical Mktg. Rsch.
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Nordhaus Research, Inc.
Rhoda Schild Focus Group Recruiting/Mktg.

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Fader, William & Associates
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First Market Research (L. Lynch)
Intersearch Corporation
Kehr Research, Inc.
KidFacts Research
Leichliter Associates
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The Marketing Partnership
James Spanier Associates

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Thorne Creative Research

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Marketing Advantage Research

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Kehr Research, Inc.
Marketing Advantage Research
Thorne Creative Research

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D/R/S HealthCare Consultants
Focus On Hudson
Infotech Research Studies
Intersearch Corporation
Irvine Consulting, Inc.
Kehr Research, Inc.
Market Navigation, Inc.
MedProbe Medical Mktg. Rsch.
Medical Marketing Research, Inc.

PUBLIC POLICY RSCH.

George I. Balch
The Davon Group

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Pat Henry Market Research, Inc.

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Marketing Advantage Research

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Fader, William & Associates
KidFacts Research
Matrixx Marketing-Research Div.
Thorne Creative Research

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Elrick and Lavidge
Find/SVP
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Horowitz Associates Inc.
Intersearch Corporation
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Fader, William & Associates
Freeman, Sullivan & Co.
Nordhaus Research, Inc.

WEALTHY

Strategy Research Corporation

YOUTH

Doyle Research Associates
Fader, William & Associates

Names of Note

continued from p. 22

Healthcare Communications Inc., Princeton, N.J., has effected four staff changes. **Jack McAleer** has moved from the company's client services department to its sales team; his new title is vice president—marketing. **Fran Magdziak** has left marketing research to become the company's director of online client services. Most recently with Ciba-Geigy, **Gene May** has joined the company as director of marketing research. And **Anne Smith** has been promoted to project manager in charge of HCI's Media-Chek reports.

Barry Wilensky has joined *Leferman Associates Inc.*, Stamford, Conn., as a vice president for client services. With an extensive background in quantitative research, Wilensky will help Leferman's clients understand their markets and consumer behavior and response to advertising.

As part of its push to increase its coverage of the Northeast, Cincinnati-

based *Market Decisions* has named **Steven P. Wenderfer** regional vice president. Wenderfer, who is based in Hackensack, N.J., will lead the company's effort to serve consumer products clients with in-store research services in the Northeast and in the mid-Atlantic section of the United States.

New York-based *FIND/SVP's* acquisition of Specialists in Business Information Inc. — a Long Island, N.Y., publisher of market profiles — has resulted in SBI founder **Stuart Hirshhorn** becoming a vice president of FIND/SVP and the managing editor of the SBI product line. (cf. Research Company News)

Bonnie J. Kenoly has been promoted to vice president at *Decision Analyst Inc.*, Arlington, Texas. A Decision Analyst staffer since February 1980, Kenoly in her new position leads a team of executives assigned to the media, entertainment, tourism and food industries. Meanwhile, **Kim Flegler**, vice president of client service at the company, has been tapped to serve as chair of the health care committee of the Dallas-Ft.

Worth chapter of the American Marketing Association.

Daniel H. Dickson has been named president and COO of *Pine Co.*, Santa Monica, Calif. Dickson joined Pine in 1992 to help devise and implement strategies to expand the company's products and generate new growth, and has been involved in the development of Pine Co.'s optical scanning division. He is leading a search for new products and opportunities. **Benjamin Pine**, founder and CEO of the company, will now focus on the company's future direction and its relationships with core clients.

Andy Lilliston has joined *Service Strategies International Inc.*, Dallas, as executive vice president and general manager. Cindy Ford has joined the company as vice president and director of market research and customer satisfaction measurement. She comes to Service Strategies from Southern Methodist University's Center for Statistical Consulting and Research, which she directed.

Finlandia

continued from p. 7

cations on negative or positive comments.

In his notes, he made a plus sign or minus sign next to respondents' positive or negative comments. These notes were given to a coder and entered into a computer to allow analysis of how frequently respondents made various comments.

Sequential learning

As the research process continued, this information, and observations made by Finlandia representatives during the one-on-ones, helped the distiller understand why various formulations of the cranberry vodka

"We wanted very objective views. We didn't want people to feel any pressure from the opinions of other respondents. I think you get better feedback from one-on-one interviews. It's been my experience that if you have a strong personality in the focus group, that person can tend to dominate and influence the independent decision making process of the group."

scored the way they did. This sequential learning was time-consuming, but it ultimately proved the best way to develop the formulation respondents liked best.

"For example, [Finlandia representatives] watched the responses to one of their formulations and after a few of the interviews, they said, 'You can stop the interviews.' The words coming out of the respondents' mouths were echoing a doubt they had when they brought it over from Helsinki," Anastas says.

"They could have gone with the

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By George Silverman,
President, Market Navigation, Inc.

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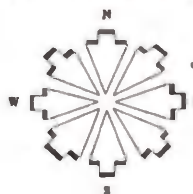
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Address: _____

City: _____ State: _____ Zip: _____

Voice Phone: _____ Fax: _____

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Market Navigation, Inc.

2 Prel Plaza
Orangeburg NY, 10962
914 365-0123 (Voice)
914 365-0122 (Fax)

earlier formulation and it would have been OK, but the last one, which is the one that they went with, was much more what people expected.”

(Anastas says that the Finnish observers were quite shocked at the openness of the American respondents. “As they sat behind the glass, they said, ‘Where do you find these unusual people? You ask them a question and they go on and on.’ And I said, ‘That’s what they’re here for.’ And they said, ‘In Finland we would never do that. We don’t share our feelings with strangers like that.’ They were flabbergasted. They were mesmerized to watch these complete strangers spill their whole story about a half-shot of vodka.” Makes you wonder what it would be like to do qualitative in Helsinki . . .)

Changing habits

The proliferation of flavored vodkas is a response to changing alcohol consumption habits and the tastes of the target group, which is younger

and skews female.

Research has shown that these consumers value flavor over alcohol content. In fact, at 60 proof, Arctic Cranberry is at the government minimum for flavored vodkas. (Standard premium vodka is 80 proof.)

“It’s a different concept than what is out there, because the alcohol content is lower — which is something we did on purpose,” Brandes says. “That decision was based on our belief coming out of the research that consumers are more interested in flavor, they want something that’s easier to drink and not as strong. In a sense we may be on the verge of creating a new category.”

Nowhere is the youthful bent more evident than in the bratty print ads for Arctic Cranberry, developed by Goodby, Silverstein & Partners. The copy from one of them reads, “You scan the men around the bar and you are certain that the male of the species is truly doomed. Then it occurs to you that a man could have invented

Finlandia Cranberry Vodka. And suddenly these creatures with blank stares and cellular phones don’t seem so bad after all.”

Another ad concludes with, “We could’ve just used clear artificial cranberry flavoring. But then our vodka would be pale and spiritually void. (Like your boss.)”

“Many young people are inundated with the Absolut advertising and as soon as they become 21 years old they’re ready to order their first Absolut. From our perspective, we needed something to trip them up. We’re hoping that this concept is interesting and unique enough that they’ll try us, like us and discover that Finlandia has a regular vodka, too,” Brandes says.

Now being distributed nationally, the product met with great response when it was introduced in New York and Miami this fall. If the reaction of vodka drinkers in those markets is any gauge, Finlandia’s new vodka will be berry successful. □

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Photo courtesy of Consumer Opinion Services, Seattle.

focus group facilities

CODES

- | | |
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| 1. Conference Style Room | 7C. Free Standing Building |
| 2. Living Room Style | 7D. Other |
| 3. Observation Room | 8. 1-on-1 Room |
| 4. Test Kitchen | 9. 1-on-1 Viewing |
| 5. Test Kitchen Obsv. Rm. | 10. Video conferencing |
| 6. Video Equipment Available | † denotes living room style |
| 7A. Located in Shopping Mall | ‡ denotes one-on-one room |
| 7B. Located in Office Building | |

ALABAMA**BIRMINGHAM**

Connections Inc.
4 Office Park Circle, Ste. 310
Birmingham, AL 35223
Ph. 205-879-1255
Fax 205-868-4173
Contact: Rebecca Watson
1,3,6,7B,8,9

Polly Graham and Associates, Inc.
3000 Riverchase Galleria, Ste. 310
Birmingham, AL 35244
Ph. 205-985-3099
Fax 205-985-3066
Contact: Jim Jager
1,2,3,4,6,7B,8,9
Rm. 1) 15x20 Obs. Rm. Seats 20
Rm. 2) 9x15 Obs. Rm. Seats 12
*Rm. 3) 9x16 Obs. Rm. Seats 10

New South Research
700 S. 28th St., Ste. 106
Birmingham, AL 35233
Ph. 205-322-9988
Fax 205-322-8608
1,3,6,7B
Rm. 1) 19x17 Obs. Rm. Seats 10
Rm. 2) 15x17 Obs. Rm. Seats 5

Scotti Research, Inc.
Brookwood Village Mall
Birmingham, AL 35209
Ph. 205-879-0268
Fax 205-879-1058
Contact: Nell Cain
1,3,4,6,7A,8,9
Rm. 1) 21x16 Obs. Rm. Seats 12

TWM Research Group, Inc.
2 Riverchase Office Plaza, Ste. 210
Birmingham, AL 35244
Ph. 205-987-8037
Fax 205-987-8195
Contact: Cheryl Whitlow
1,3,4,6,7B

HUNTSVILLE

Evelyn Drexler Research Services
8807 Bridlewood Dr.
Huntsville, AL 35802
Ph. 205-881-9468
Fax 205-881-8384
Contact: Evelyn Drexler
1,3,6,7B

Polly Graham & Associates, Inc.
5901 University Dr., #111
Huntsville, AL 35806
Ph. 205-985-3099
Fax 205-985-0146
Contact: Jim Jager
1,2,3,6,7A,8,9
Rm. 1) 11x20 Obs. Rm. Seats 12
*Rm. 2) 11x13 Obs. Rm. Seats 6

MOBILE

Polly Graham & Associates, Inc.
3289 Bel Air Mall
Mobile, AL 36606
Ph. 205-471-0059
Fax 205-478-0015
Contact: Cindy Eanes
1,2,3,4,6,7A,8,9
Rm. 1) 12x13 Obs. Rm. Seats 12
*Rm. 2) 9x12 Obs. Rm. Seats 7

MONTGOMERY

Nolan Research
Lecroy Shopping Village
3661 Debby Dr.
Montgomery, AL 36111
Ph. 205-284-4164
Contact: Deidra Nolan
1,3,6,7A

ALASKA**ANCHORAGE**

Craciun & Associates
400 D St., Ste. 200
Anchorage, AK 99501
Ph. 907-279-3982
Fax 907-279-0321
Contact: Jean Craciun
1,3,6,7B,8
Rm. 1) 20x33
Rm. 2) 13x19 Obs. Rm. Seats 3

Dittman Research Corp. of Alaska
DRC Building
8115 Jewel Lake Road
Anchorage, AK 99502
Ph. 907-243-3345
Fax 907-243-7172
Contact: Terry R. O'Leary
1,3,6,7C
Rm. 1) 12x20 Obs. Rm. Seats 6

ARIZONA**PHOENIX**

Arizona Market Research Services
Ruth Nelson Research Services
10220 N. 31st Ave., #122
Phoenix, AZ 85051
Ph. 602-944-8001
Fax 602-944-0130
Contact: Kim Niemi
1,3,4,6,7B,8,9

Ask Arizona/Div. WestGroup Mktg. Rsch.
1948 W. Main
Mesa, AZ 85201
Ph. 800-999-1200
Fax 602-464-9284
Contact: Beth Aguirre
1,3,6,7A,8,9
Rm. 1) 13x15 Obs. Rm. Seats 6

Behavior Research Center
1105 N. First St., Ste. 1
Phoenix, AZ 85004
Ph. 602-258-4554
Fax 602-252-2729
Contact: Kati Brown
1,3,6,7B,8
Rm. 1) 14x28 Obs. Rm. Seats 10

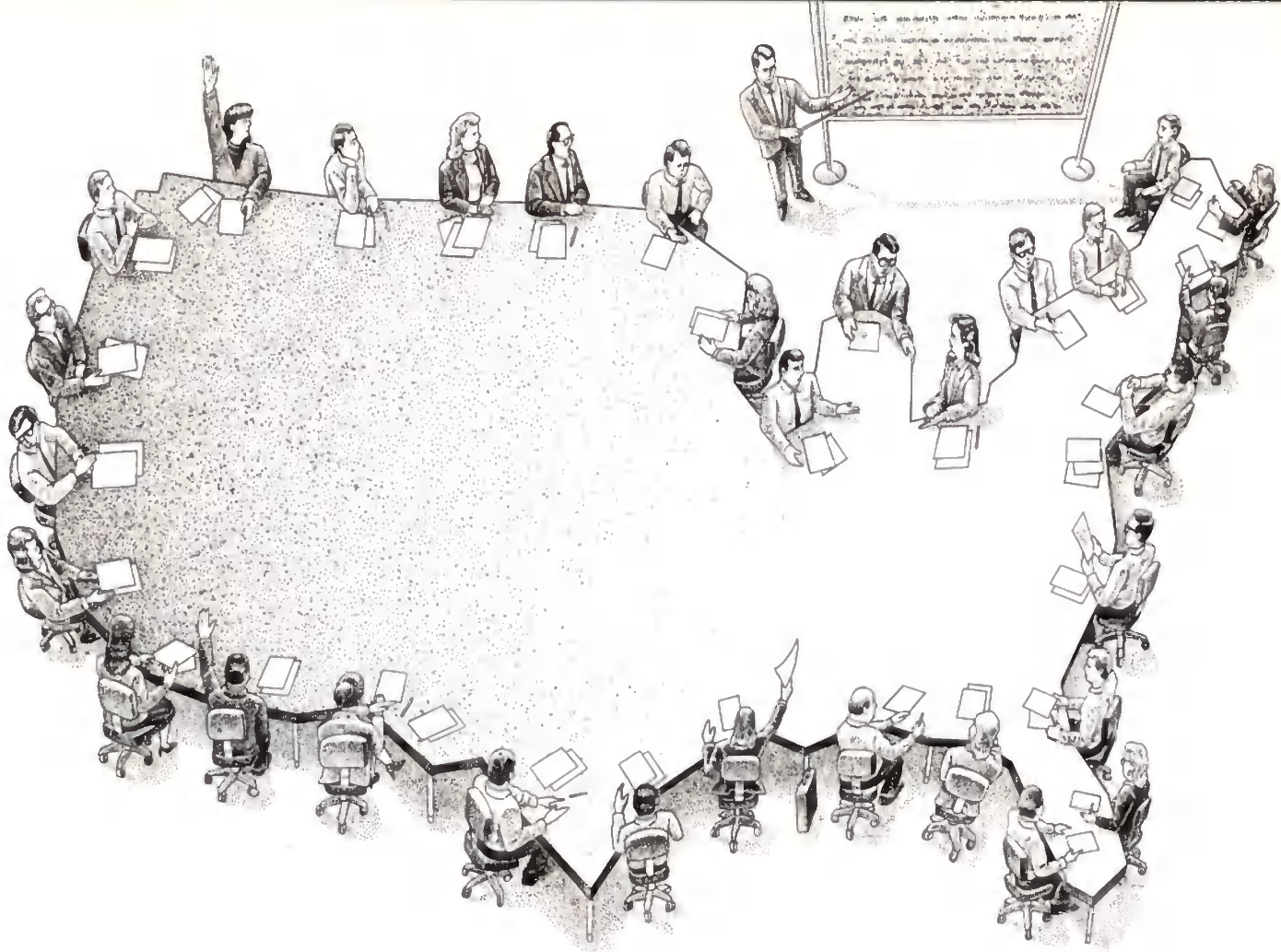
Fieldwork Phoenix Inc.
7776 Pointe Pkwy. West, Ste. 240
Phoenix, AZ 85044
Ph. 602-438-2800
Fax 602-438-8555
Contact: Barbara Willens
1,3,4,5,6,7B,8,9,10
Rm. 1) 19x22 Obs. Rm. Seats 20
Rm. 2) 14x18 Obs. Rm. Seats 25
Rm. 3) 16x23 Obs. Rm. Seats 12
(See advertisement on p. 2)

Fieldwork Phoenix-Scottsdale
6263 N. Scottsdale Rd., Ste. 380
Scottsdale, AZ 85250
Ph. 602-438-2800
Fax 602-438-8555
Contact: Barbara Willens
1,3,4,6,7B
Rm. 1) 15x15 Obs. Rm. Seats 20
Rm. 2) 19x20 Obs. Rm. Seats 20
Rm. 3) 19x17 Obs. Rm. Seats 20
(See advertisement on p. 2)

Friedman Marketing/Phoenix
Paradise Valley Mall
4550 E. Cactus
Phoenix, AZ 85032
Ph. 602-494-7613 or 914-698-9591
Fax 602-996-7465
1,3,4,6,7A
Rm. 1) 14x16 Obs. Rm. Seats 8

Market Survey Group, Inc.
4545 E. Shea Blvd., #230
Scottsdale, AZ 85028
Ph. 602-483-7900
Fax 602-957-7045
Contact: Jay M. Bycer
1,3,6,7B
Rm. 1) 14x16 Obs. Rm. Seats 6

O'Neil Associates, Inc.
412 E. Southern Ave.
Tempe, AZ 85282
Ph. 602-967-4441
Fax 602-967-6122
Contact: Michael O'Neil
1,3,4,6,7C
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| 4. Test Kitchen | 9. 1-oo-1 Viewing |
| 5. Test Kitchen Obsv. Rm. | 10. Videc conferencing |
| 6. Video Equipment Available | † denotes living room style |
| 7A. Located in Shopping Mall | ‡ denotes one-on-one room |
| 7B. Located in Office Building | |

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 Scottsdale, AZ 85251
 Ph. 800-647-4217
 Fax 602-941-0949

Contact: John McCullough
 1,3,4,6,7B
 Rm. 1) 17x27 Obs. Rm. Seats 12
 Rm. 2) 19x23 Obs. Rm. Seats 10
 (See advertisement on p. 53)

Quick Test, Inc.
 Superstition Springs Center
 6555-1004 E. Southern Ave.
 Mesa, AZ 85206

Ph. 602-985-2866
 Fax 602-985-6321
 Contact: Ali Arastu
 1,3,4,6,7A
 Rm. 1) 13x15 Obs. Rm. Seats 8
 (See advertisement on p. 89)

Strictly Medical Market Research

Time N Talent
 5725 N. Scottsdale Rd., C-105
 Scottsdale, AZ 85250
 Ph. 602-423-0319
 Fax 602-423-1548
 Contact: W. Walker
 1,3,4,6,7B
 Rm. 1) 15x16 Obs. Rm. Seats 12
 Rm. 2) 14x16 Obs. Rm. Seats 12
 (See advertisement on p. 54)

Time N Talent, Inc.
 5725 N. Scottsdale Rd., C-105
 Scottsdale, AZ 85250
 Ph. 602-423-0319
 Fax 602-423-1548
 Contact: Wendy Walker
 1,3,4,6,7B
 Rm. 1) 15x16 Obs. Rm. Seats 12
 Rm. 2) 14x16 Obs. Rm. Seats 12
 (See advertisement on p. 88)

Valleywide Research Inc.
 1107 S. Gilbert Rd., #110
 Mesa, AZ 85204
 Ph. 602-892-5583
 Fax 602-497-3272
 Contact: Sally Smith
 1,3,4,6,7A

WestGroup Marketing Research
 1110 E. Missouri Ave., Ste. 780
 Phoenix, AZ 85014
 Ph. 602-264-4915
 Fax 602-631-6842
 Contact: Beth Aguirre
 1,3,6,7B
 Rm. 1) 14x16 Obs. Rm. Seats 15

TUCSON

FMR Research
 6045 E. Grant Road
 Tucson, AZ 85712
 Ph. 602-886-5548
 Fax 602-886-0245
 Contact: Jess Devaney
 1,3,4,5,6,7C,8,9

Pueblo Research Associates Inc.
 3710 S. Park Ave., #706
 Tucson, AZ 85713
 Ph. 602-623-9442
 Fax 602-623-9443
 Contact: Jackie Acorn
 1,3,4,6,7B,8

ARKANSAS

FORT SMITH

C & C Market Research
 Central Mall, #40 N.
 Ft. Smith, AR 72903
 Ph. 501-484-5637
 Contact: Cindy Cunningham
 1,3,4,5,6,7A

LITTLE ROCK

Miller Research Group Inc.
 10 Corporate Hill Dr., Ste. 100
 Little Rock, AR 72205
 Ph. 501-221-3303
 Fax 501-221-2554
 Contact: David F. Miller
 1,3,4,6,7B,8,9
 Rm. 1) 15x20 Obs. Rm. Seats 10

PINE BLUFF

Friedman Marketing/Little Rock
 The Pines Mall
 2901 Pines Mall Dr.
 Pine Bluff, AR 71601
 Ph. 501-535-1688 or 914-698-9591
 Fax 501-535-1754
 1,3,4,6,7A,8
 Rm. 1) 16x14 Obs. Rm. Seats 8

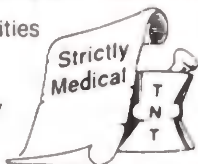
You Never Know Who You're Talking To!



At Strictly Medical we make sure your people are talking to the right people.

Market research strategy has been determined. Next step, implementation. That's where Strictly Medical comes in. With Trained and Licensed Medical Personnel, State-Of-The-Art facilities and equipment. Plus the added benefit of being in exciting and beautiful Scottsdale, Arizona.

- Superior Focus Group Facilities
- National Wats Lines
- Fully Equipped Kitchen
- Security and Confidentiality



Strictly Medical
Scottsdale Place
 5725 N. Scottsdale Rd.
 Bldg. C Suite 105
 Scottsdale, Arizona 85250
 Wendy Walker (602) 423-0319

CALIFORNIA

BAKERSFIELD

Marketing Works

425 18th St.
Bakersfield, CA 93301
Ph. 805-326-1012
Fax 805-326-0903
Contact: Debbie Duncan

1,3,4,6,7C,8,9

Rm. 1) 12x20 Obs. Rm. Seats 12

Rm. 2) 12x12 Obs. Rm. Seats 6

Rm. 3) 12x22 Obs. Rm. Seats 12

FRESNO

AIS Market Research

2070 N. Winery
Fresno, CA 93703
Ph. 209-252-2727
Fax 209-252-8343
Contact: Patricia Alviso
1,3,4,6,7C
Rm. 1) 13x18

Bartels Research Corp.

145 Shaw Ave., Ste. C-1 & 2
Clovis, CA 93612
Ph. 209-298-7557
Contact: Joellen Bartels
1,3,4,6,7B,8

Nichols Research

557 E. Shaw
Fresno, CA 93710
Ph. 209-226-3100
Fax 209-226-9354
Contact: Sherrie Hastay
1,3,4,6,7A,8(2)
Rm. 1) 15x20 Obs. Rm. Seats 10
(See advertisement on pp. 3, 65)

LOS ANGELES

Adept Consumer Testing/Beverly Hills

345 N. Maple Dr., Ste. 325
Beverly Hills, CA 90210
Ph. 818-905-1525
Fax 818-905-8936
Contact: Mark Tobias
1,3,4,6,7B,8,9,10

Rm. 1) 20x18 Obs. Rm. Seats 20

Rm. 2) 21x15 Obs. Rm. Seats 18

Rm. 3) 12x14 Obs. Rm. Seats 8

Rm. 4) 12x12 Obs. Rm. Seats 8

(See advertisement on p. 55)

Adept Consumer Testing/Los Angeles

17323 Ventura Blvd., Ste. 308
Encino, CA 91316
Ph. 818-905-1525
Fax 818-905-8936
Contact: Mark Tobias
1,3,4,6,7B,8,9,10

Rm. 1) 21x15 Obs. Rm. Seats 14

Rm. 2) 20x14 Obs. Rm. Seats 10

Rm. 3) 18x16 Obs. Rm. Seats 12

Rm. 4) 12x12 Obs. Rm. Seats 4

(See advertisement on p. 55)

The plane arrived **late.**



The client just made another **last minute change.** The cab is **stuck in traffic.** And the focus group **starts in 10 minutes.**

Thank goodness
Adept is handling it.

In this day and age, it's nice to know you can count on something.

With a sterling reputation for successfully recruiting low incidence and "difficult" projects, it's no wonder why most people turn to Adept for their **Los Angeles** based qualitative testing.

If your focus group experiences have become

something less than desirable, it may be time to talk to the people at Adept Consumer Testing.

Two exceptional Los Angeles facilities strategically located in: **Beverly Hills & Suburban Encino.**

Call **(818) 905-1525** for a brochure or fax your request to (818) 905-8936.



ADEPT
CONSUMER
TESTING
Not Your Average
Research Company

A member of the Video Conferencing Alliance Network
now offering **GroupNet™ Video Conferencing for Focus Groups**



CODES

- | | |
|--------------------------------|-----------------------------|
| 1. Conference Style Room | 7C. Free Standing Building |
| 2. Living Room Style | 7D. Other |
| 3. Observation Room | 8. 1-on-1 Room |
| 4. Test Kitchen | 9. 1-on-1 Viewing |
| 5. Test Kitchen Obs. Rm. | 10. Video conferencing |
| 6. Video Equipment Available | † denotes living room style |
| 7A. Located in Shopping Mall | ‡ denotes one-on-one room |
| 7B. Located in Office Building | |

Adler Weiner Research/L.A. Inc.
11911 San Vicente Blvd., Ste. 200
Los Angeles, CA 90049
Ph. 310-440-2330
Fax 310-440-2348
1,3,4,6,7B

Area Phone Bank
3607 W. Magnolia Blvd., Ste. N
Burbank, CA 91505
Ph. 818-848-8282
Fax 818-846-9912
Contact: Ed Goldbaum
1,3,6,7B

Assistance in Marketing/Los Angeles
3760 Kilroy Airport Way, Ste. 100
Long Beach, CA 90806
Ph. 310-981-2700
Fax 310-981-2705
Contact: David Weinberg
1,3,4,6,7B,8,9
Rm. 1) 24x32 Obs. Rm. Seats 22
Rm. 2) 20x22 Obs. Rm. Seats 12

Car-Lene Research Inc.
Santa Fe Springs Mall
Santa Fe Springs, CA 90670
Ph. 310-946-2176
Contact: Danella Hawkins
1,3,4,6,7A

Consumer Pulse of Los Angeles
Galleria at South Bay, #269
Redondo Beach, CA 90278
Ph. 310-371-5578
Fax 310-542-2669
Contact: Angie Abell
1,3,4,5,6,7A,8,9
Rm. 1) 16x18 Obs. Rm. Seats 18

Tom Dale Market Research
9165 Phyllis Ave.
Los Angeles, CA 90069
Ph. 212-758-9777
Contact: Tom Dale
1,2,3,4,6,7D

Davis Market Research Services
23801 Calabasas Road
Calabasas, CA 91302
Ph. 818-591-2408
Fax 818-591-2488
Contact: Carol Davis
1,3,4,6,7B
Rm. 1) 16x22 Obs. Rm. Seats 15
Rm. 2) 14x27 Obs. Rm. Seats 10
Rm. 3) 11x14 Obs. Rm. Seats 5

Facts 'N Figures
Panorama Mall, Ste. 78B
Panorama City, CA 91402
Ph. 818-891-6779
Fax 818-891-6119
Contact: Oselia Cortez
1,3,4,6,7A,8,9

Facts 'N Figures
Antelope Valley Mall
1233 W. Ave. P, #701
Palmdale, CA 93551
Ph. 805-272-4888
Fax 805-272-5676
Contact: Rene Stapleton
1,3,7A,8,9

Field Dynamics Marketing Research
17547 Ventura Blvd., Ste. 308
Encino, CA 91316
Ph. 818-783-2502
Fax 818-905-3216
Contact: Tony Blass
1,2,3,4,6,7B,8,9
Rm. 1) 19x17 Obs. Rm. Seats 20
Rm. 2) 16x14 Obs. Rm. Seats 20
(See advertisement on p 56)

Fox Research
852 S. Lucerne Blvd.
Los Angeles, CA 90005
Ph. 213-934-8628
Fax 213-857-0280
Contact: Betty Fox
1,2,3,4,5,6,7B,8,9

When the Phone Rings, Who Do You Want on the Other End?



Would you rather have experience you can count on...or count on an experience? Field Dynamics promises you quality research services unsurpassed in the industry. Educated, reliable, well-compensated interviewers that deliver dependable data. Ethnic research with the widest multi-lingual capabilities available. And centrally located, state-of-the-art facilities including 2 large focus group rooms adaptable to any style, comfortable viewing rooms that seat

15 - 20 clients, full test kitchen, 560 sq. ft. multi-purpose room and client lounge. Call us for an intelligent approach to your project!

- Focus Groups/One-On-One Interviews
- Asian & Spanish Recruiting & Interviewing
- Car Clinics/Ride & Drive Tests
- Large Audience/"Dial" Testing
- Medical/Executive Recruiting & Interviewing
- Jury Simulation
- Taste Tests
- Telephone Interviewing
- Nationwide Field Management



17547 Ventura Blvd. Suite 308
Encino, California 91316
(Los Angeles)
(818) 783-2502
Fax: (818) 905-3216

Girard & Girard Creative Concepts
20854 Laurent St.
Chatsworth, CA 91311
Ph. 818-773-8801
Contact: Arlyne Girard
1,3,6,7B,8,9

Heakin Research Inc.
6633 Fallbrook Ave., Ste. 304
Canoga Park, CA 91304
Ph. 818-712-0660
Contact: Gail Stutz
1,3,4,6,7A

Ted Heiman & Associates
20350 Ventura Blvd., Ste. 140
Woodland Hills, CA 91364
Ph. 818-710-0940
Fax 818-887-2750
Contact: Ted Heiman
1,3,4,6,7B
Rm. 1) 16x20 Obs. Rm. Seats 12
(See advertisement on p. 39)

House of Marketing
8544 Sunset Blvd.
Los Angeles, CA 90069
Ph. 310-854-8286
Fax 310-652-4703
Contact: Amy Siadak
1,2,3,4,6,7D,8
Rm. 1) 8x18 Obs. Rm. Seats 10
(See advertisement on p. 57)

House of Marketing
3446 Madera Ave.
Los Angeles, CA 90039
Ph. 310-854-8286
Fax 310-652-4703
Contact: Amy Siadak
1,2,3,4,6,7C,8
Rm. 1) 9x20 Obs. Rm. Seats 9
Rm. 2) 9x20 Obs. Rm. Seats 9
(See advertisement on p. 57)

House of Marketing
95 N. Marengo Ave.
Pasadena, CA 91101
Ph. 310-854-8286
Fax 310-652-4703
Contact: Amy Siadak
1,2,3,4,6,7C,8
Rm. 1) 28x15 Obs. Rm. Seats 25
Rm. 2) 17x7 Obs. Rm. Seats 5
(See advertisement on p. 57)

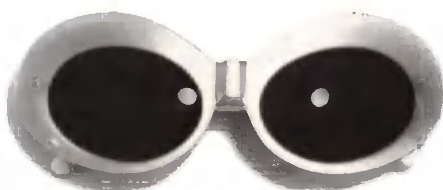
Juarez and Associates
12139 National Blvd.
Los Angeles, CA 90064
Ph. 310-478-0826
Contact: Nicandro Juarez
1,3,7C
Rm. 1) 10x25

L.A. Focus
17337 Ventura Blvd., Ste. 301
Encino, CA 91316
Ph. 818-501-4794
Fax 818-907-8242
Contact: Wendy Fineberg
1,3,4,6,7B,6,9
Rm. 1) 21x16 Obs. Rm. Seats 22
Rm. 2) 17x13 Obs. Rm. Seats 12
Rm. 3) 13x14 Obs. Rm. Seats 6
(See advertisement on the back cover)

L.A. Research, Inc.
9010 Reseda Blvd., #109
Northridge, CA 91324
Ph. 818-993-5500
Fax 818-993-5664
1,3,4,5,6,7A,8,9
Rm. 1) 16x23 Obs. Rm. Seats 10

Los Angeles Marketing Research Associates
5712 Lankershim Blvd.
N. Hollywood, CA 91601
Ph. 818-506-5544
Fax 818-762-5144
Contact: William Bilkiss
1,3,6,7C
Rm. 1) 20x20 Obs. Rm. Seats 12

Do research in LA, and we'll give you three different points of view.



Hollywood.

Los Angeles has consumers in every lifestyle, culture and income bracket.

From our Hollywood facility, you can reach the entertainment industry, singles, renters, the gay community and affluent areas like Beverly Hills.

Family-oriented Glendale is close to downtown and Hispanic communities.



Glendale.

Pasadena offers access to Asian communities as well as the San Gabriel Valley's white middle class.

From these three strategic locations, we offer multilingual recruiting, moderators, videotaping, home product placement, telephone interviewing and more.

So don't take your next research



Pasadena.

project anywhere else. For a bid, call us at (310) 854-8286 and ask for Amy or Kevin. Check out our prices, and you'll be seeing things our way, too.



HOUSE OF MARKETING (310) 854-8286
8544 Sunset Boulevard, Los Angeles, CA 90069 FAX (310) 652-4703
A Division of Western International Media Corporation

We focus on the details so you can focus *in* L.A.

Marketing Matrix is dedicated to providing you with the highest quality focus group support. Our facility has been designed with your needs in mind. Located conveniently. Fashioned for comfort. Maintaining the highest quality recruiting and client services. And all at a competitive price.

Convenient Location

Just minutes from Beverly Hills and Century City, our location provides easy access to many types of respondents. Also, we're close to the freeways and to numerous fine hotels and restaurants, as well as to the airport (LAX) and downtown Los Angeles.

Comfortable Setting

You'll appreciate the features we've built into our facility, including:

- A group room with large areas for displays and show materials.
- A three-tier viewing room that accommodates large groups of viewers and provides each with a writing table.
- A cozier one-on-one interviewing room with its own viewing facility.
- Large one-way mirrors with double glass for sound protection.
- State-of-the-art audio recording equipment with independent backup systems and high quality video.
- A private entrance for clients.

Professional Recruiting

We have many years of experience in qualifying the types of respondents you're interested in, such as:

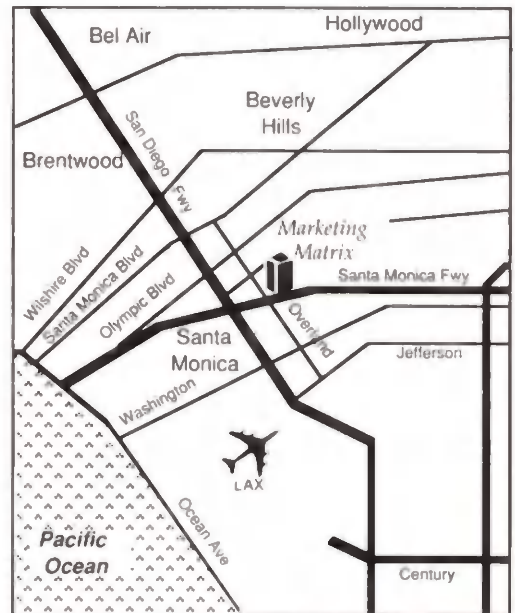
- Consumers of all ages: adults, teens and children
- Executives
- Specialized professionals and managers
- Technical experts
- Health care professionals: physicians, nurses, support staff

Client Service

Whatever amenities you desire— special foods, hotel reservations, tape transcriptions, qualified moderators, or any other needs — we'll provide you with top-quality service.

Competitive Pricing

Ask us for a bid. In addition to being professional, we're cost-competitive. Just call Batya Rawlinson or Marcia Selz. We'll focus on the details and help you focus *in* L.A.



2566 Overland, Suite 716
Los Angeles, CA 90064
(310) 842-8310
FAX (310) 842-7212

CODES

- | | |
|--------------------------------|-----------------------------|
| 1. Conference Style Room | 7C. Free Standing Building |
| 2. Living Room Style | 7D. Other |
| 3. Observation Room | 8. 1-on-1 Room |
| 4. Test Kitchen | 9. 1-on-1 Viewing |
| 5. Test Kitchen Obsv. Rm. | 10. Video conferencing |
| 6. Video Equipment Available | † denotes living room style |
| 7A. Located in Shopping Mall | ‡ denotes one-on-one room |
| 7B. Located in Office Building | |

Marketing Matrix, Inc.

2566 Overland, Ste. 716

Los Angeles, CA 90064

Ph. 310-842-8310

Fax 310-842-7212

Contact: Batya Rawlinson

1,3,6,7B,8,9

Rm. 1) 11x22 Obs. Rm. Seats 20

Rm. 2) 10x13 Obs. Rm. Seats 6

*(See advertisement on p. 58)***Meczka Marketing Research**

5757 W. Century Blvd.

Los Angeles, CA 90045

Ph. 213-670-4824

Contact: Anthony Diaz

1,3,4,6,7B

Rm. 1) 20x22 Obs. Rm. Seats 18

Rm. 2) 18x18 Obs. Rm. Seats 12

Mid-America Research

301 Santa Monica Pl.

Santa Monica, CA 90401

Ph. 310-260-3237

Fax 310-260-3241

Contact: David Ottenfeld

1,3,4,6,7A,8,9

Rm. 1) 9x10 Obs. Rm. Seats 10

Rm. 2) 10x10 Obs. Rm. Seats 12

MSI International

12604 Hiddencreek Way, #A

Cerritos, CA 90701

Ph. 310-802-8273

Fax 310-802-1643

Contact: Maggie Schmitt

1,3,6,7C

Murray Hill Center West

2951 28th St., Ste. 3070

Santa Monica, CA 90405

Ph. 310-392-7337

Fax 310-392-6743

Contact: Sue Mender

1,3,4,5,6,7B

Pacific Research

1210 S. Shenandoah, #104

Los Angeles, CA 90035

Ph. 310-273-2477

Fax 310-273-2533

Contact: Kim McDermott

1,3,6,7B

PKM Marketing Research Services

15618-B E. Whittwood Lane

Whittier, CA 90603

Ph. 310-694-5634

Fax 310-947-6261

Contact: Patricia M. Koerner

1,3,4,6,7A

Plaza Research

6053 W. Century Blvd.

Los Angeles, CA 90045

Ph. 310-645-1700 or 800-654-6002

Fax 310-845-3008

Contact: Kris Lamb

1,2,3,4,5,6,7B,8,9

Rm. 1) 15x20 Obs. Rm. Seats 15

Rm. 2) 15x20 Obs. Rm. Seats 15

Rm. 3) 15x20 Obs. Rm. Seats 15

*(See advertisement on p. 113)***Plog Research Inc.**

18631 Sherman Way

Reseda, CA 91335

Ph. 818-345-7363

Fax 818-345-9265

1,3,4,6,7C

Quality Controlled Services

3528 Torrance Blvd., Ste. M120

Torrance, CA 90503

Ph. 800-448-4414

Fax 310-316-4815

Contact: Carol Balcolm-Amundson

1,3,4,6,7B,8,9

Rm. 1) 17x18

Rm. 2) 17x18

*(See advertisement on p. 53)***Quick Test, Inc.**

5000 Van Nuys Blvd., Ste. 305

Sherman Oaks, CA 91403

Ph. 818-995-1400

Fax 818-995-1529

Contact: Susan Perl

1,2,3,4,6,7B

Rm. 1) 13x15

Obs. Rm. Seats 8

(See advertisement on p. 89)

Your Partners in Southern California Are Smiling.

Experience Plus



SUE AMIDEI

Attention to Details



JENNIFER KERSTNER

Visit Our New, Expanded Facilities at The City and See Why.

Orange County's newest and largest data collection facility is ready to serve you. Conveniently located in City View Office Plaza at The City,

Ask Southern California now offers you...

- Climate controlled focus group suites with spacious 28' x 27' conference rooms.
- Viewing rooms that combine tiered seating with writing tables for 20...and private client restrooms.
- Connecting lounges for closed circuit viewing.
- A mini-theatre that seats 50.
- A facility that is open seven days a week.
- National WATS lines, professional interviewers and SIGMA validation.

Send us your next data collection project so you can smile, too!

800-644-4ASK

ASK SOUTHERN CALIFORNIA, INC.

City View Office Plaza

at The City

12437 Lewis Street

Garden Grove, CA 92640

(714) 750-7566 • FAX (714) 750-7567





A MIRROR CAN REVEAL
 THE UNEXPECTED. CONFIRM THE OBVIOUS. PROVIDE
 GUIDANCE. ABOVE ALL A MIRROR SHOWS
 WHAT IS, ACCURATELY. TROTTA ASSOCIATES
 ACTS LIKE A WELL-CRAFTED MIRROR FOR
 OUR CLIENTS. WE DON'T DISTORT;
 WE DON'T ADD QUALITIES OF OUR OWN.
 WE MAKE SURE YOU GET ACCURATE INFORMATION
 SO YOU FEEL CONFIDENT
 MAKING VITAL BUSINESS DECISIONS
 BASED ON OUR FINDINGS.

For more information call Trotta Associates:

LOS ANGELES/MARINA DEL REY:
 13160 Mindanao Way, Suite 180
 Marina del Rey, California 90292
 Telephone: 310-306-6866
 Fax: 310-827-5198

ORANGE COUNTY/IRVINE:
 Jamboree Center, 5 Park Plaza, Suite 200
 Irvine, California 92714
 Telephone: 714-251-1122
 Fax: 714-251-1188

CODES	
1. Conference Style Room	7C. Free Standing Building
2. Living Room Style	7D. Other
3. Observation Room	6. 1-on-1 Room
4. Test Kitchen	9. 1-on-1 Viewing
5. Test Kitchen Obsv. Rm.	10. Video conferencing
6. Video Equipment Available	† denotes living room style
7A. Located in Shopping Mall	‡ denotes one-on-one room
7B. Located in Office Building	

Southern California Interviewing Service
 17277 Ventura Blvd., Ste. 200

Encino, CA 91316
 Ph. 800-872-4022 or 818-783-7700
 Fax 818-783-8626

Contact: Anne Moiseyev or Ethel Brook
 1,3,4,6,7A,8,9

Rm. 1) 14x22 Obs. Rm. Seats 20
 Rm. 2) 12x19 Obs. Rm. Seats 14

Suburban Associates of Los Angeles

2001 S. Barrington, Ste. 109
 Los Angeles, CA 90025

Ph. 310-478-2565
 Fax 310-444-9678

Contact: Carol Kunicki
 1,3,4,5,6,7B,9

Rm. 1) 16x20 Obs. Rm. Seats 12
 Rm. 2) 12x14 Obs. Rm. Seats 12
 Rm. 3) 8x12 Obs. Rm. Seats 6

Trotta Associates

13160 Mindanao Way, Ste. 180
 Marina Del Rey, CA 90292

Ph. 310-306-6866
 Fax 310-827-5198

Contact: Diane Trotta
 1,2,3,4,6,7B,8,9,10

Rm. 1) 20x20 Obs. Rm. Seats 15
 Rm. 2) 18x18 Obs. Rm. Seats 12
 Rm. 3) 16x18 Obs. Rm. Seats 12
 Rm. 4) 14x12 Obs. Rm. Seats 8

(See advertisement on p. 60)

The Viewing Room/ASI Market Research

101 N. Brand Blvd., 17th fl.
 Glendale, CA 91203

Ph. 618-637-5600
 Fax 818-637-5615

Contact: Elizabeth Atondo
 1,2,3,6,7B

Western International Research

8544 Sunset Blvd.
 Los Angeles, CA 90069

Ph. 310-854-4869
 Fax 310-652-4703

Contact: JoAnn DeLisio
 1,3,6,7C,8,9

Rm. 1) 112x19 Obs. Rm. Seats 6

MONTEREY/SALINAS

Friedman Marketing-Monterey/Salinas

474 Northridge Mall
 Salinas, CA 93906

Ph. 408-449-7921 or 914-698-9591
 Fax 408-449-0187

1,3,4,6,7A,8

Rm. 1) 14x16 Obs. Rm. Seats 10

ORANGE COUNTY

Ask Southern California, Inc.

City View Office Plaza
12437 Lewis St., Ste. 100
Garden Grove, CA 92640
Ph. 714-750-7566
Fax 714-750-7567

Contact: Sue Amidei

1,3,4,6,7C,8,9
Rm. 1) 27x28 Obs. Rm. Seats 20
Rm. 2) 20x28 Obs. Rm. Seats 12
Rm. 3) 27x28

(See advertisement on p. 59)

Assistance In Marketing

Huntington Ctr. Mall
7777 Edinger Ave.
Huntington Beach, CA 92647
Ph. 714-891-2440
Fax 714-898-1126

Contact: Cindi Reyes

1,3,4,6,7A,8,9
Rm. 1) 18x20 Obs. Rm. Seats 10

Beta Research West

14747 Artesia Blvd., #1-D&E
La Mirada, CA 90638
Ph. 714-994-1206
Fax 714-994-1835

Contact: Jay Zelinka

1,3,6,7C
Rm. 1) 20x10
Rm. 2) 14x10

Discovery Research Group

17815 Sky Park Circle, Ste. L
Irvine, CA 92714
Ph. 714-261-8353
Fax 714-852-0110

1,3,4,6,7B
Rm. 1) 15x19 Obs. Rm. Seats 10
Rm. 2) 18x20 Obs. Rm. Seats 14

Fieldwork Los Angeles, Inc.

In Orange County
Lakeshore Towers
18101 Von Karmen Ave.
Irvine, CA 92715

Ph. 714-252-8180

Fax 714-251-1661

Contact: Toni Day

1,3,4,6,7B
Rm. 1) 19x20 Obs. Rm. Seats 25
Rm. 2) 19x20 Obs. Rm. Seats 22
Rm. 3) 18x20 Obs. Rm. Seats 20

(See advertisement on p. 2)

FMJ Marketing Research Services

610 Newport Center Dr.
Newport Beach, CA 92660
Ph. 714-759-9500

Fax 714-759-1265

Contact: Denise M. DuChene

1,3,6,7B,8
Rm. 1) 22x28 Obs. Rm. Seats 12
Rm. 2) 18x18

Friedman Marketing/Los Angeles

Buena Park Mall
8623 On-The-Mall, #123
Buena Park, CA 90620
Ph. 714-995-6000 or 914-698-9591
Fax 714-995-0637
1,3,4,5,6,7A,8,9
Rm. 1) 14x18 Obs. Rm. Seats 8

The Question Shop, Inc.

2860 N. Santiago Blvd., Ste. 100
Orange, CA 92667
Ph. 714-974-8020
Fax 714-974-6968

Contact: Ryan Reasor

1,3,4,6,7B,8,9
Rm. 1) 17x23 Obs. Rm. Seats 15
Rm. 2) 14x18 Obs. Rm. Seats 8

(See advertisement on p. 61)

Quick Test, Inc.

18003 Sky Park S., Ste. L
Irvine, CA 92714
Ph. 714-261-8800
Fax 714-261-9037

Contact: Nik Jamgocyan

1,3,4,6,7B
Rm. 1) 13x15 Obs. Rm. Seats 8

(See advertisement on p. 89)

Spanish Business Services

220 E. Fourth St., #208
Santa Ana, CA 92701-4604
Ph. 714-568-0450
Fax 714-568-0454

Contact: Patricia Lopez

1,3,6,7D

Trotta Associates

5 Park Plaza, Ste. 200
Irvine, CA 92714
Ph. 714-251-1122
Fax 714-251-1188

Contact: Ingrid Robertson

1,2,3,4,6,7B,8,9
Rm. 1) 18x18 Obs. Rm. Seats 16
Rm. 2) 18x18 Obs. Rm. Seats 12
Rm. 3) 16x15 Obs. Rm. Seats 12

(See advertisement on p. 60)

RIVERSIDE

Field Management Associates

3601 Riverside Plaza
Riverside, CA 92506
Ph. 909-369-0800
Fax 909-369-0957

1,3,4,6,7A,8,9
Rm. 1) 15x15 Obs. Rm. Seats 10
Rm. 2) 12x16 Obs. Rm. Seats 4

SACRAMENTO

Heakin Research Inc.

1689 Arden Way, #1281
Sacramento, CA 95815
Ph. 916-920-1361

Contact: Nancy Cunningham

1,3,4,6,7A

Opinions of Sacramento

2025 Hurley Way, Ste. 110
Sacramento, CA 95825
Ph. 916-568-1226
Fax 916-568-6725

Contact: Hugh Miller

1,3,4,8,7C
Rm. 1) 16x20 Obs. Rm. Seats 12



Successfully Serving Clients Since 1982

THE QUESTION SHOP, inc.

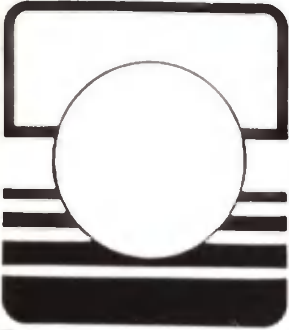
2860 N. Santiago Blvd., Suite 100
Orange, California 92667

Phone: (714) 974-8020 • Fax: (714) 974-6968

- Conveniently located in Orange County.
- We now have two spacious focus group rooms with state-of-the-art audio/visual equipment.
- Separate client lounge.
- Extensive database guarantees clean, honest recruiting.
- All phone work done on site.
- We also offer special expertise in:

- ✓ Telephone Interviews
- ✓ Pre-Recruits
- ✓ Mystery Shopping
- ✓ Location Studies
- ✓ Car Clinics
- ✓ Store & Field Audits
- ✓ Executive/Medical Interviews
- ✓ Convention Services

For more information or a brochure call Ryan Reasor

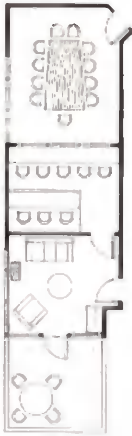


San Diego's

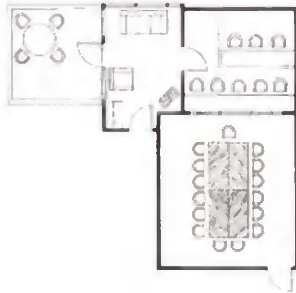
Taylor Research!

A Full Service Research Firm with Complete QUANTITATIVE and QUALITATIVE Capabilities

- Superlative Recruiting, SIGMA Validation
- Three Custom-Built Focus Group Suites, each with Conference, Viewing, and Client Lounge
- Multi-Purpose Room, with Viewing, that seats 32 seminar style or 75 auditorium style
- Test Kitchen, 300+ square feet, designed and used specifically for market research
- Video feed to Closed Circuit TV in Client Lounge
- Copy-Boards, no more bulky flip chart pages
- Airport Close, just Seven Minutes by Taxi
- Walk to Hotels, Restaurants, Shops, Golf & More



STANDARD #1



OVERSIZED



MULTI-PURPOSE

Focus Group Room:	Over-Sized	Standard #1	Standard #2	Multi-Purpose
Size	20 x 17	18 x 14	18 x 14	560 sf
Capacity:	18	12	12	*
Viewing for:	16	16	16	10
Client Lounge	Yes	Yes	Yes	
Outdoor Patio	Yes	Yes	Yes	Yes
Free Video	Yes	Yes	Yes	
Copy Board	Yes	Yes	Yes	
Private Client Entrance	Yes		Yes	Yes
Separate AC/Heat Controls	Yes	Yes	Yes	Yes
Tiered Viewing Room	Yes	Yes	Yes	Yes
Closed Circuit TV	Yes	Yes	Yes	
Wall-to-Wall Mirror	Yes	Yes	Yes	Yes

*32 Seminar, 75 Auditorium

Taylor Research

1545 HOTEL CIRCLE SO., STE. 350
SAN DIEGO, CALIFORNIA 92108

PHONE: 1-800-922-1545
(from any USA location)



CODES

- | | |
|--------------------------------|-----------------------------|
| 1. Conference Style Room | 7C. Free Standing Building |
| 2. Living Room Style | 7D. Other |
| 3. Observation Room | 8. 1-on-1 Room |
| 4. Test Kitchen | 9. 1-on-1 Viewing |
| 5. Test Kitchen Obsv. Rm. | 10. Video conferencing |
| 6. Video Equipment Available | † denotes living room style |
| 7A. Located in Shopping Mall | ‡ denotes one-on-one room |
| 7B. Located in Office Building | |

Research Unlimited
1012 Second St.
Sacramento, CA 95814
Ph. 916-446-6064
Fax 916-448-2355
Contact: Jan Berger
1,3,4,6,7C
†Rm. 1) 12x22

Sacramento Research Center
2410 Fair Oaks Blvd., #170
Sacramento, CA 95825
Ph. 800-235-5028
Contact: Norman Spector
1,3,6,7B
Rm. 1) 20x20 Obs. Rm. Seats 15

SAN DIEGO

Analysis Research
4655 Ruffner St., Ste. 180
San Diego, CA 92111
Ph. 619-268-4800
Fax 619-268-4892
Contact: James Smith or Carol Gailey
1,2,3,6,7B
Rm. 1) 17x12 Obs. Rm. Seats 8

Directions in Research, Inc.
5353 Mission Center Rd., Ste. 310
San Diego, CA 92108
Ph. 619-299-5883
Contact: David Phife
1,3,4,6,7B

Eastcoast Westcoast Field Market Research
523 N. Horne St.
Oceanside, CA 92054
Ph. 619-721-4114
Fax 619-721-6684
Contact: Mickey McKenna
1,3,4,6,7B

Fogerty Group
5090 Shoreham Pl., Ste. 206
San Diego, CA 92122
Ph. 619-550-3878
Fax 619-550-3875
Contact: Patty Fogerty
1,2,3,4,6,7B,8
Rm. 1) 20x20 Obs. Rm. Seats 15

Intercontinental Marketing Investigations Inc.
P.O. Box 2147
Rancho Santa Fe, CA 92067
Ph. 619-756-1765
Fax 619-756-4605
Contact: Martin Buncher
1,3,6,7D
Rm. 1) 20x20 Obs. Rm. Seats 10

Jagorda Interviewing Services
3615 Kearny Villa Rd., Ste. 111
San Diego, CA 92123
Ph. 619-573-0330
Fax 619-573-0538
Contact: Gerald Jagorda
1,2,3,4,6,7B,8,9

Luth Research

2365 Northside Dr., Ste. 100
San Diego, CA 92108
Ph. 619-283-7333
Fax 619-283-1251
Contact: Sharon Meyers
1,3,6,7B,8
Rm. 1) 18x13 Obs. Rm. Seats 14
Rm. 2) 22x18 Obs. Rm. Seats 16
(See advertisement on p. 14)

Novick Ayres Research

2657 Vista Way, Ste. 5
Oceanside, CA 92054
Ph. 619-967-1307
Fax 619-967-4143
Contact: Suzette Novick
1,2,3,4,6,7A,8,9

San Diego Surveys, Inc.

4616 Mission Gorge Place
San Diego, CA 92120
Ph. 619-265-2361
Fax 619-582-1562
Contact: Jean Van Arsdale
1,3,4,6,7B,8,9

San Diego Surveys, Inc.

3689 Midway Dr., Ste. D
San Diego, CA 92110
Ph. 619-224-3113
Fax 619-582-1562
Contact: Jean Van Arsdale
1,3,4,6,7A,8,9

Taylor Research

1545 Hotel Circle S., Ste. 350
San Diego, CA 92108
Ph. 619-299-6368 or 800-922-1545
Fax 619-299-6370
Contact: Harriett Huntley
1,2,3,4,6,7B,8,9
Rm. 1) 20x17 Obs. Rm. Seats 16
Rm. 2) 18x14 Obs. Rm. Seats 16
Rm. 3) 18x14 Obs. Rm. Seats 16
Rm. 4) 560 sf Obs. Rm. Seats 10
(See advertisement on p. 62)

SAN FRANCISCO

ConStat, Inc.

450 Sansome, Ste. #1100
San Francisco, CA 94111
Ph. 415-274-6600
Fax 415-274-6610
Contact: Noah Albay
1,3,6,7B
Rm. 1) 18x22

Consumer Research Associates/Superrooms

111 Pine St., 17th fl.
San Francisco, CA 94111
Ph. 415-392-6000 or 800-800-5055
Fax 415-392-7141
Contact: Rich Anderson or Don Orsino
1,2,3,4,6,7B,8,9(7)
Rm. 1) 18x22 Obs. Rm. Seats 15
Rm. 2) 18x20 Obs. Rm. Seats 12
Rm. 3) 17x19 Obs. Rm. Seats 10
(See advertisement on p. 64)

Corey Canapary and Galanis

447 Sutter St.
San Francisco, CA 94108
Ph. 415-397-1200
Fax 415-433-3809
1,3,6,7B
Rm. 1) 18x22 Obs. Rm. Seats 7

Ecker & Associates

220 S. Spruce Ave, Ste. 100
S. San Francisco, CA 94080
Ph. 415-871-6800
Fax 415-871-6815
Contact: Betty Rosenthal
1,2,3,4,6,7B,10
(See advertisement on p. 31)

Ecker & Associates

222 Front St., 3rd fl.
San Francisco, CA 94111
Ph. 415-871-6800
Fax 415-871-6815
Contact: Betty Rosenthal
1,2,3,4,6,7B,8,10
(See advertisement on p. 31)

Elrick & Lavidge Inc.

111 Maiden Lane, 6th fl.
San Francisco, CA 94108
Ph. 415-434-0536
Fax 415-391-0946
1,3,4,6,7B
Rm. 1) 16x20 Obs. Rm. Seats 12

Fleischman Field Research, Inc.

1655 N. Main St., Ste. 320
Walnut Creek, CA 94596
Ph. 415-398-4140 or 800-277-3200
Fax 415-989-4506
Contact: Molly Fleischman
1,2,3,4,6,7B
Rm. 1) 16x15 Obs. Rm. Seats 12
(See advertisement on p. 63)

Fleischman Field Research, Inc.

220 Bush St., Ste. 1300
San Francisco, CA 94104
Ph. 415-398-4140 or 800-277-3200
Fax 415-989-4506
Contact: Molly Fleischman
1,2,3,6,7B
Rm. 1) 17x17 Obs. Rm. Seats 15
Rm. 2) 15x17 Obs. Rm. Seats 15
Rm. 3) 18x17 Obs. Rm. Seats 12
(See advertisement on p. 63)

Friedman Marketing/San Francisco

5820 Northgate Mall
San Rafael, CA 94903
Ph. 415-472-5394 or 914-698-9591
Fax 415-472-5477
1,3,4,6,7A,8
Rm. 1) 15x16 Obs. Rm. Seats 10

Fleischman Field Research

SF's Premier Recruiting &
Data Collection Service

San Francisco

Walnut Creek

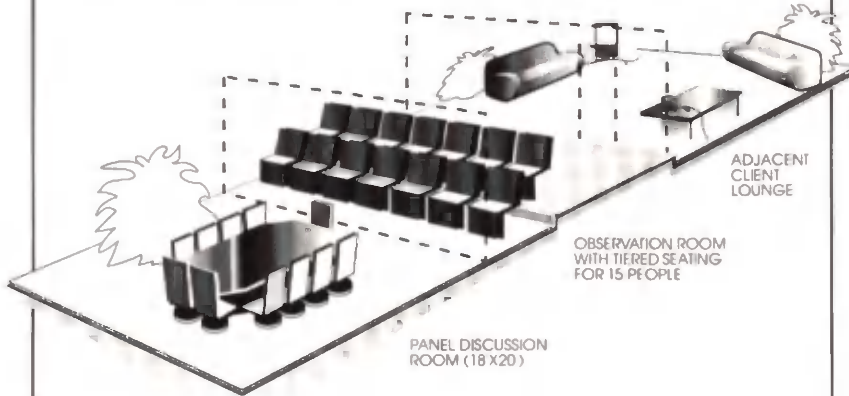
- 4 Luxury Focus Group Suites
- Downtown & Suburban Locations
- Consistently Superior Recruiting/Interviewing
- Now in Spanish, Mandarin, Cantonese and many other Asian Languages

220 Bush Street, Suite 1300, San Francisco, CA 94104
Toll Free: 800/277-3200 Fax: 415/989-4506
&
1655 North Main Street, Walnut Creek, CA 94596

S A N F R A N C I S C O

Superrooms™

THE ONLY FOCUS GROUP SUITES IN TOWN



BAY AREA'S LARGEST FACILITY

- 3 luxurious suites, plus new mini-group room.
- Floor to ceiling mirrors.
- Silent, 24-hour air conditioning system; separate temperature controls for panel and observation rooms.
- Professional audio system; PZM microphones; Nakamichi recording equipment.
- Kitchen area for test product preparation.
- Completely reliable recruiting from our extensive database or client-provided lists.
- Sumptuous client meals catered by fine San Francisco restaurants.
- Convenient financial district (downtown) location; close to major hotels, shopping, theaters and nightlife.
- Competitive pricing.



**Consumer Research
Associates**

111 Pine St., 17th Floor, San Francisco, CA 94111
TOLL-FREE: 800/800-5055
415/392-6000 • FAX: 415/392-7141

CODES

1. Conference Style Room	7C. Free Standing Building
2. Living Room Style	7D. Other
3. Observation Room	8. 1-on-1 Room
4. Test Kitchen	9. 1-on-1 Viewing
5. Test Kitchen Obsv. Rm.	10. Video conferencing
6. Video Equipment Available	† denotes living room style
7A. Located in Shopping Mall	‡ denotes one-on-one room
7B. Located in Office Building	

H&AMRC, Inc.

1301 Shoreway Rd., Ste. 100
Belmont, CA 94002
Ph. 415-595-5028
Fax 415-5407

Contact: Adrien Lanusse
1,3,6,7B

Rm. 1) 14x20 Obs. Rm. Seats 10
(See advertisement on p. 13)

Heakin Research of California

262 Bay Fair Mall
San Leandro, CA 94578
Ph. 510-278-2200

Contact: Steve Teichner
1,3,4,6,7A

Marchione & Spero Research Ctr., Inc.

2815 Mitchell Dr., Ste. 121
Walnut Creek, CA 94598
Ph. 510-210-1525

Fax 510-210-1513

Contact: Sharon Marchione
1,3,4,6,7B

Rm. 1) 16x23 Obs. Rm. Seats 12

MSI Hillsdale

14 Hillsdale Mall
San Mateo, CA 94403
Ph. 415-574-9044

Fax 415-574-0385

Contact: Liane Farber
1,3,6,7A

Nichols Research

2300 Clayton Rd., Ste. 1370
Concord, CA 94520
Ph. 510-687-9755

Fax 510-686-1384

1,2,3,4,6,7B,8,9

Rm. 1) 24x18

Obs. Rm. Seats 20

Rm. 2) 19x17

Obs. Rm. Seats 10

(See advertisement on pp. 3, 65)

Nichols Research

44 Montgomery St., Ste. 1550
San Francisco, CA 94104
Ph. 415-986-0500

Fax 415-986-2248

Contact: Paul Valdez

Rm. 1) 20x17

Obs. Rm. Seats 15

Rm. 2) 20x17

Obs. Rm. Seats 14

Rm. 3) 18x15

Obs. Rm. Seats 8

†Rm. 4) 18x15

Obs. Rm. Seats 8

†Rm. 5) 17x15

(See advertisement on pp. 3, 65)

Proview

577 Airport Blvd., Ste. 130
Burlingame, CA 94010
Ph. 415-344-6383

Fax 415-344-3217

Contact: Jean Douglas

1,3,4,6,7B

SAN FRANCISCO'S NEWEST TREAT



Nichols Research, Inc.'s 5,000-Square-Foot, ★★★★★ Focus Facility

- ★ Close to hotels, restaurants, Union Square, Chinatown, and Fisherman's Wharf
- ★ Spacious focus suites: Golden Gate and Presidio Suites—18' x 20' each; Nob Hill Suite—19.5' x 15'
- ★ Embarcadero Room—8.5' x 12', ideal for one-on-one interviewing
- ★ Two suites feature client lounges and three-tiered observation rooms (seating 15 viewers each)
- ★ Separate client entrances ensure privacy
- ★ Videoconferencing available; member of Video Conferencing Alliance Network
- ★ 1,000-square-foot conference room with kitchen available
- ★ Building amenities include concierge, restaurants, printers, shippers, etc.
- ★ Close to all major transportation; secure 24 hour parking available off-site

44 Montgomery Street, Suite 1550 San Francisco, CA 94104-4702 (800) 801-9991 (415) 986-2248 fax

Looking for a moderator?

Consult the
Qualitative
Research/
Focus Group
Moderator Directory
found in every
issue of

Quirk's
MARKETING RESEARCH
Review

CODES

- | | |
|--------------------------------|-----------------------------|
| 1. Conference Style Room | 7C. Free Standing Building |
| 2. Living Room Style | 7D. Other |
| 3. Observation Room | 6. 1-on-1 Room |
| 4. Test Kitchen | 9. 1-on-1 Viewing |
| 5. Test Kitchen Obsv. Rm. | 10. Video conferencing |
| 6. Video Equipment Available | † denotes living room style |
| 7A. Located in Shopping Mall | ‡ denotes one-on-one room |
| 7B. Located in Office Building | |

Quality Research Associates (QRA)

383 Vintage Park Dr., #D
Foster City, CA 94404
Ph. 415-574-8825
Fax 415-574-7855

Contact: Deborah Muller
1,3,4,6,7B

Rm. 1) 21x22 Obs. Rm. Seats 10

Tragon Corporation

365 Convention Way
Redwood City, CA 94063
Ph. 415-365-1833
Fax 415-365-3737

Contact: Brian McDermott
1,3,4,6,7C,8

Rm. 1) 16x22 Obs. Rm. Seats 10

(See advertisement on pp. 43, 66)

Margaret Yarbrough & Associates

934 Shorepoint Ct., Ste. 100
Alameda, CA 94501
Ph. 510-521-6900

Fax 510-521-2130

Contact: Margaret Yarbrough
1,2,3,4,5,6,7B

Rm. 1) 15x17 Obs. Rm. Seats 15

Rm. 2) 17x17 Obs. Rm. Seats 8

(See advertisement on p. 67)

SAN JOSE

Nichols Research

333 W. El Camino Real, #180
Sunnyvale, CA 94087
Ph. 408-773-8200

Fax 408-733-8564

Contact: Mimi Nichols

1,2,3,4,6,7B,8,10

Rm. 1) 15x21 Obs. Rm. Seats 12

Rm. 2) 15x23 Obs. Rm. Seats 10

Rm. 3) 14x16 Obs. Rm. Seats 8

(See advertisement on pp. 3, 65)

Phase III Market Research

1150 N. First St., Ste. 211
San Jose, CA 95112

Ph. 408-947-8661

Fax 408-293-9909

Contact: Nancy Pitta

1,3,6,7B,8

Rm. 1) 12x26 Obs. Rm. Seats 16

Conference / Focus-Group Room



Observation Room



Tragon

365 Convention Way
Redwood City, CA 94063

☎415 365-1833, FAX 415 365-3737

The finest marketing research services in the San Francisco Area

San Jose Focus
 3032 Bunker Hill Lane, #105
 Santa Clara, CA 95054
 Ph. 408-988-4800
 Fax 408-988-4866
 Contact: Colleen Flores
 1,2,3,6,7B
 Rm. 1) 16x22 Obs. Rm. Seats 17
 Rm. 2) 16x20 Obs. Rm. Seats 17
 Rm. 3) 16x20 Obs. Rm. Seats 17
 †Rm. 4) 12x16
(See advertisement on the back cover)

Trish Associates, Inc.
 2880 Lakeside Dr., #350
 Santa Clara, CA 95054
 Ph. 408-988-1522
 Fax 408-988-0819
 1,3,6,7B

SANTA BARBARA

Equipoise
 5759 Calle Real
 Santa Barbara, CA 93117
 Ph. 805-683-3635
 Fax 805-683-3296
 Contact: Donna Sikes
 1,2,3,6,7A,8,9
 Rm. 1) 27x20 Obs. Rm. Seats 8
 †Rm. 2) 27x20 Obs. Rm. Seats 8

COLORADO

COLORADO SPRINGS

Brewer Research/The Springs Research
 750 Citadel Dr. E., Ste. 3122
 Colorado Springs, CO 80909
 Ph. 719-597-9869
 Fax 719-597-9869
 Contact: Esther Brewer
 1,3,4,5,6,7A,8,9
 Rm. 1) 11x24 Obs. Rm. Seats 10

Consumer Pulse of Colorado Springs
 750 Citadel Dr. E.
 Colorado Springs, CO 80909
 Ph. 719-596-6933
 Fax 719-596-6935
 Contact: Mary Schneider
 1,3,6,7D,8

Barbara Prince Associates Inc.
 3949 E. Palmer Park Blvd., #D
 Colorado Springs, CO 80909
 Ph. 719-594-9192
 Contact: Kay Jackson
 1,3,4,6,7A

DENVER

Bernett Research Services, Inc.
 14200 Alameda Ave.
 Aurora Mall
 Aurora, CO 80012
 Ph. 303-341-1211
 Fax 303-341-4469
 Contact: Brad McDonald
 1,3,4,6,7A,8
 Rm. 1) 15x16 Obs. Rm. Seats 10
(See advertisement on p. 95)

Colorado Market Research
 Ruth Nelson Research Services
 2149 S. Grape St.
 Denver, CO 80222
 Ph. 303-758-6424
 Fax 303-756-6467
 1,3,4,6,7B,8

Consumer Pulse of Denver
 Arapahoe East Center
 6810 S. Dallas Way, Ste. 601
 Englewood, CO 80112
 Ph. 303-280-9747
 Fax 303-280-9744
 Contact: Mark Hetelson
 1,3,4,5,6,7B,8,9
 Rm. 1) 18x20 Obs. Rm. Seats 12
 Rm. 2) 12x20 Obs. Rm. Seats 20

PARTNERSHIP FOR SUCCESS



LET US BE YOUR MARKET RESEARCH PARTNER

The Bay Area's Premier Focus Group Facility. Over 18 years of marketing research experience.

- Executive/Medical/Professional recruiting & interviewing
- Product Placement
- Mall Intercepts
- Store Audits/Mystery Shopping
- Jury/Trial Simulation
- Demographic & Community Attitude Surveys
- Multi-Cultural recruiting & interviewing
- Central location recruiting & testing
- Complete test kitchen
- Gourmet food provided

Main facility includes spacious viewing rooms and one-way mirrors with state of the art audio and video capabilities. Second permanent intercept facility with complete test kitchen at South Shore Center Mall.

Phone (510) 521-6900 • FAX (510) 521-2130



MARGARET YARBROUGH & ASSOC.

934 Shorepoint Court Ste.100 Alameda, CA 94501

CODES

1. Conference Style Room	7C. Free Standing Building
2. Living Room Style	7D. Other
3. Observation Room	8. 1-on-1 Room
4. Test Kitchen	9. 1-on-1 Viewing
5. Test Kitchen Obsv. Rm.	10. Video conferencing
6. Video Equipment Available	† denotes living room style
7A. Located in Shopping Mall	‡ denotes one-on-one room
7B. Located in Office Building	

Eagle Research

12157 W. Cedar Dr.
Denver, CO 80227
Ph. 303-980-1909
Fax 303-980-2270
Contact: Freddi Wayne
1,2,3,4,6,7C,8
Rm. 1) 27x15 Obs. Rm. Seats 25
Rm. 2) 16x30 Obs. Rm. Seats 18
Rm. 3) 27x15 Obs. Rm. Seats 25
(See advertisement on p. 69)

Fieldwork Denver Inc.

900 Auraria Pkwy.
Denver, CO 80204
Ph. 303-825-7788
Fax 303-623-8006
Contact: Ann McIntyre
1,3,6,7B,8,9
Rm. 1) 16x23 Obs. Rm. Seats 16
Rm. 2) 12x16 Obs. Rm. Seats 16
Rm. 3) 15x15 Obs. Rm. Seats 12
Rm. 4) 10x15 Obs. Rm. Seats 8
(See advertisement on p. 2)

Friedman Marketing/Denver

6510 W. 91st Ave., Ste. 106
Westminster, CO 80030
Ph. 303-428-8803 or 914-698-9591
Fax 303-430-4719
1,3,4,6,7B,8
Rm. 1) 14x16 Obs. Rm. Seats 12

Information Research Inc.

10650 E. Bethany Dr.
Aurora, CO 80014
Ph. 303-751-0190
Fax 303-751-8075
Contact: Norman Pettit
1,2,3,4,5,6,7B,8,9,10
Rm. 1) 16x20 Obs. Rm. Seats 25
Rm. 2) 20x15 Obs. Rm. Seats 25
Rm. 3) 21x16 Obs. Rm. Seats 8
(See advertisement on p. 31)

Message Factors, Inc.
2620 S. Parker Road, Ste. 275
Aurora, CO 80014
Ph. 303-750-5005
Contact: John Maben
1,3,6,7B

Plaza Research

One Tabor Center
Denver, CO 80202
Ph. 303-572-6900 or 800-654-8002
Fax 303-572-6902
Contact: Katie Barker
1,2,3,4,5,6,7B,8,9
Rm. 1) 15x20 Obs. Rm. Seats 15
Rm. 2) 15x20 Obs. Rm. Seats 15
Rm. 3) 15x20 Obs. Rm. Seats 15
(See advertisement on p. 113)

Barbara Prince Associates, Inc.

5801 W. 44th Ave.
Denver, CO 80212
Ph. 303-458-0145
Contact: Barbara Prince
1,3,4,6,7A

Quick Test, Inc.

7200 W. Alameda, Ste. 203
Villa Italia Mall
Lakewood, CO 80226
Ph. 303-937-0144
Fax 303-937-0502
Contact: Jackie Stepanich
1,3,4,6,7A
Rm. 1) 13x15 Obs. Rm. Seats 8
(See advertisement on p. 89)

The Research Center

550 S. Wadsworth, Ste. 101
Denver, CO 80226
Ph. 303-935-1750
Fax 303-935-4390
Contact: Anthony Soares
1,3,4,6,7B
Rm. 1) 20x18 Obs. Rm. Seats 15
Rm. 2) 24x24 Obs. Rm. Seats 15
(See advertisement on p. 71)

CONNECTICUT**BRIDGEPORT**

Firm Facts Interviewing
307 Kenyon St.
Stratford, CT 06497
Ph. 203-375-4666
Fax 203-375-6034
Contact: Harriet Quint
1,3,4,6,7D

J.B. Martin Research Services

4695 Main St., Ste. 4
Bridgeport, CT 06606
Ph. 203-365-4900
Fax 203-365-4912
Contact: Nancy Salk
1,2,3,4,6,7B,8,9
Rm. 1) 12x20 Obs. Rm. Seats 16
Rm. 2) 6x9 Obs. Rm. Seats 6
Rm. 3) 12x10 Obs. Rm. Seats 18
Rm. 4) 6x9 Obs. Rm. Seats 15

Shapiro Research Services, Inc.

Trumbull Shopping Park
5065 Main St.
Trumbull, CT 06611
Ph. 203-373-9391
Fax 203-371-4257
Contact: Sandy Shapiro
1,3,4,5,7A,9
Rm. 1) 12x19 Obs. Rm. Seats 10

DANBURY**Performance Plus Inc.**

7 Backus Ave.
Danbury, CT 06810
Ph. 508-872-1287
Fax 508-879-7108
Contact: Shirley Shames
1,2,3,4,6,7A
Rm. 1) 15x20 Obs. Rm. Seats 20
(See advertisement on p. 14)

HARTFORD

Access Research, Inc.
8 Griffin Road N.
Windsor, CT 06095
Ph. 203-688-8821
Fax 203-688-2053
Contact: Gerald O'Connor
1,3,6,7B
Rm. 1) 14x21 Obs. Rm. Seats 8

Beta One/Focus Facility Hartford

270 Farmington Ave., Ste. 126
Farmington, CT 06032
Ph. 800-447-BETA
Contact: Marnie Honiberg
1,3,4,6,7B
Rm. 1) 18x13 Obs. Rm. 14

DO IT BY PHONE!

Telephone Focus Groups are fast, economical and efficient -- saving time and money compared to in-person focus groups. They also give you broader geographic coverage and fresher respondents.

NorTex Research Group - we're specialists at telephone focus groups!

Call Kelly Ireland at 1-800-315-TEXX to find out more about the advantages of conducting your next groups by phone.

NorTex Research Group

“Eagle Research is Denver’s newest research facility and best field service.”



Spruce conference

The Facility

Two exceptional and plush focus group suites. The Spruce

Suite has a beautiful wood conference table & client viewing for 18. The Aspen

Suite has a modular table for customized shapes/sizes & client viewing for 25. Both viewing rooms offer plush, comfortable furnishings and tiered seating.

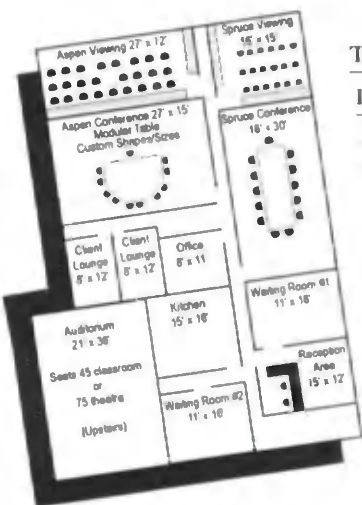
Complimentary 1/2" video taping.



Spruce Viewing

Two client lounges designed for comfort and privacy.

On-site Auditorium to accommodate 75 theatre or 45 classroom style. Large, fully equipped Test Kitchen.



70 Line WATS
Phone Center WITH CATI

Our quality control standards are without equal. Our priorities are in the details of data collection, interviewer training, coaching, monitoring and questionnaire/sample management. We deliver accurate and reliable data on time — every time.



Recruiting

From our fresh database to our state-of-the-art monitoring and 100% validation, our recruiting is first-class. All recruiting is conducted and supervised in-house. To ensure quality respondents, we offer duplicate number search, past participant screen-out by date, client, moderator and topic.



Christine Balthaser

The People

A total of 25 years of research experience. Christine Balthaser was most recently Director of Qualitative Research at The Research Center in

Denver. Freddi Wayne was

Focus Group Coordinator at Weitzman & Philip in Miami.



Freddi Wayne

Our Commitment

We are dedicated to being the best field service in the country. Denver’s newest facility was designed by researchers for researchers. Emphasis is on delivering a "total client experience" that defines the new industry standard.



**EAGLE RESEARCH
DENVER**

303-980-1909 (FAX) 980-2270

CODES	
1. Conference Style Room	7C Free Standing Building
2. Living Room Style	7D Other
3. Observation Room	8. 1-on-1 Room
4. Test Kitchen	9. 1-on-1 Viewing
5. Test Kitchen Obsv. Rm.	10. Video conferencing
6. Video Equipment Available	† denotes living room style
7A Located in Shopping Mall	‡ denotes one-on-one room
7B Located in Office Building	

NEW HAVEN

New Haven Research Center
140 Washington Ave., #LL
North Haven, CT 06473
Ph. 800-235-5028
Contact: Nancy Neumann
1,3,6,7B
Rm. 1) 15x20 Obs. Rm. Seats 30

Res-A-Vue®, Inc.
20 Commerce Park Rd.
Milford, CT 06460
Ph. 203-878-0944
Fax 203-878-3726
Contact: John Kelman
1,2,3,4,6,7B

Hartford Research Center
530 Silas Deane Hwy., #LL
Wethersfield, CT 06109
Ph. 800-235-5028

Contact: Mary Ann Pacocha
1,3,6,7B,9
Rm. 1) 17x20 Obs. Rm. Seats 25
Rm. 2) 17x20 Obs. Rm. Seats 25
Rm. 3) 10x12 Obs. Rm. Seats 4



Word of Mouth says it all.

One moderator after another has told us they are telling someone else about Focus First America. Maybe it's our staff, a dedicated bunch who listen before they speak and have the experience to act on what they say. Might be our recruiting talent. Could be our facilities which are new, spacious and offer a variety of technical equipment... a room for every need you might say. Some just like our gourmet cooking.

There are probably hundreds of reasons why we are meeting the needs of one moderator after another. Most important however, is the fact we're the talk of the town.

For complete information and a full color brochure describing our facilities, please call or write to us today. Ask for Susan Weiss or Michael J. Hothorn. . . we promise a fast response.



969 HIGH RIDGE ROAD, STAMFORD, CONNECTICUT 06905/203-322-1173

A FULL SERVICE QUALITATIVE RESEARCH FACILITY

NORWALK

Trost Associates Inc.
585 Main Ave.
Norwalk, CT 06851
Ph. 203-847-7204
Fax 203-846-2796
Contact: Al Ritchie
1,3,4,6,7C

STAMFORD

The Consumer Dialogue Center®
25 Third St.
Stamford, CT 06905
Ph. 203-356-1678
Fax 203-327-9061
Contact: Ann Stable
1,3,4,6,7B
Rm. 1) 15x23 Obs. Rm. Seats 20

The Focus Room-Stamford
1011 High Ridge Road
Stamford, CT 06905
Ph. 203-322-5996
Fax 203-322-0819
Contact: Kim Angione
1,3,4,5,6,7B
Rm. 1) 14x20 Obs. Rm. Seats 20
Rm. 2) 13x24 Obs. Rm. Seats 15

Focus First America
969 High Ridge Road
Stamford, CT 06905
Ph. 203-322-1173
Fax 203-968-0421
Contact: Susan Weiss
1,2,3,4,5,6,7B,8,9
Rm. 1) 20x22 Obs. Rm. Seats 20
Rm. 2) 18x20 Obs. Rm. Seats 20
Rm. 3) 10x10 Obs. Rm. Seats 8
Rm. 4) 16x20 Obs. Rm. Seats 20
(See advertisement on p. 70)

Strategic Focus, Inc.
274 Riverside Ave.
Westport, CT 06880
Ph. 203-221-0789
Fax 203-221-0783
Contact: Yanawan Saguansataya
1,2,3,4,6,7B,8,9
Rm. 1) 25x16 Obs. Rm. Seats 14

DELAWARE

WILMINGTON

The Bartlett Group
Society Hill Office Complex
1003 Society Dr.
Wilmington, DE 19703
Ph. 302-798-4333
Fax 717-540-9338
Contact: Jeff Bartlett
1,3,6,7B
Rm. 1) 12x24 Obs. Rm. Seats 8



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CREATE DENVER'S EXCEPTIONAL FOCUS GROUP
AND CENTRAL LOCATION FACILITY.

550 S. Wadsworth Blvd.
Suite 101
Denver, Colorado 80226

(303) 935-1750

Fax : 935-4390



People

Annie Reid, Director of Research Services

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Directs the most experienced, highly-trained specialized staff in the industry.



Services

- Highest quality telephone & national wats interviewing for consumers, business to business and the medical community.
- In-house 40-line telephone bank equipped with CRT & ACS Query interviewing software.
- Duplicate number tracking system using Paradox interactive software.
- Quality Assurance Dept. guarantees validation on 100% of all qualitative projects and ensures a quality editing process on quantitative work.

Facilities

The Focus Group Suite is a contemporary, tastefully decorated, private facility centrally located with easy accessibility.

- **Conference Room** includes washable writing surfaces, movable easel, oak rails, 20" monitor & 1/2" video players. Conference table seats 13. Wired to provide audio & video feeds to Focus Group.
- **Viewing Room** 2 tiered, seating 15 people comfortably. Writing surface, muted lighting & state-of-the-art sound system. Snack & beverage bar also in room. Catering service provides Denver's best cuisine.
- **Central Location Facility** 500 sq. ft provides multiple configurations of seating, holding 40-50 respondents. Can be used for multipurposes, including client work area, de-briefing facility, for mock jury tests, store simulations, or taste tests.
- **Secured Storage Room** Adjacent to central location facility for product materials.



CODES

- | | |
|--------------------------------|-----------------------------|
| 1. Conference Style Room | 7C. Free Standing Building |
| 2. Living Room Style | 7D. Other |
| 3. Observation Room | 8. 1-on-1 Room |
| 4. Test Kitchen | 9. 1-on-1 Viewing |
| 5. Test Kitchen Obsv. Rm. | 10. Video conferencing |
| 6. Video Equipment Available | † denotes living room style |
| 7A. Located in Shopping Mall | ‡ denotes one-on-one room |
| 7B. Located in Office Building | |

WASHINGTON, D.C.

Area Wide Market Research
16017 Comprint Circle
Gaithersburg, MD 20877
Ph. 301-590-1160
Fax 301-990-6690
Contact: Ann Weinstein
1,3,4,6,7B

Cameron Mills Research Svce.
2414 Cameron Mills Road
Alexandria, VA 22302
Ph. 703-549-4925
Fax 703-549-4926
Contact: Fern Shewmaker
1,2,3,4,6,7C

Consumer Pulse of Washington
8310 C Old Court House Rd.
Vienna, VA 22182
Ph. 703-442-0960
Fax 703-442-0967
Contact: Jeff Davis
1,3,4,5,6,7A,8,9
Rm. 1) 20x20 Obs. Rm. Seats 20

Covington-Burgess Focus Suite
666 Eleventh St. N.W., Ste. 730
Washington, DC 20001
Ph. 202-628-4640
Fax 202-628-3840
Contact: E. Burgess
1,3,6,7B,8,9

The Dominion Group
8229 Boone Blvd., Ste. 710
Vienna, VA 22182
Ph. 703-848-4233
Fax 703-848-8823
Contact: Barbara Roland
1,3,6,7B
Rm. 1) 20x16 Obs. Rm. Seats 12
Rm. 2) 15x20 Obs. Rm. Seats 14

Facts In Focus, Inc.
5000 Rte. 301, #2006
Waldorf, MD 20603
Ph. 301-870-7799
Contact: Ann O'Connor
1,3,6,7A

G.M.K. Market Focus
1700 Wisconsin Ave. N.W.
Washington, DC 20007
Ph. 202-337-0700
Fax 202-298-3400
Contact: Beth Gilbert
1,3,6,7C
Rm. 1) 15x25 Obs. Rm. Seats 10

Heakin Research Inc.
Laurel Centre
14882 Baltimore-Washington Blvd.
Laurel MD 20707
Ph. 301-776-9800
Fax 301-725-6687
Contact: Cynthia Gleeson
1,3,4,5,6,7A

House Market Research Inc.
1201 Seven Locks Rd., Ste. 200
Potomac, MD 20854
Ph. 301-424-1930
Fax 301-424-3128
Contact: Elaine House
1,3,4,6,7B

Jackson Associates, Inc.
6691 B Springfield Mall
Springfield, VA 22150
Ph. 404-394-8700
Fax 404-394-8702
Contact: Margaret Hicks
1,3,4,6,7A
Rm. 1) 16x12 Obs. Rm. Seats 8
(See advertisement on p. 81)

Nancy Low & Associates, Inc.
5454 Wisconsin Ave., #1300
Chevy Chase, MD 20815
Ph. 301-951-9200
Fax 301-986-1641
Contact: Nan Hannibal
1,3,6,7B,8,9
Rm. 1) 21x21 Obs. Rm. Seats 20, 6

Macro International, Inc.
11785 Beltsville Dr., Ste. 300
Calverton, MD 20705
Ph. 800-639-1310
Fax 301-572-0999
Contact: James E. Fong
1,3,6,7B,8
Rm. 1) 15x24 Obs. Rm. Seats 10
(See advertisement on p. 73)

Metro Research Services, Inc.
9990 Lee Hwy., Ste. 110
Fairfax, VA 22030
Ph. 703-385-1108
Fax 703-385-8620
Contact: Nancy Jacobs
1,3,4,6,7B,8,9
Rm. 1) 15x20 Obs. Rm. Seats 18
Rm. 2) 8x10 Obs. Rm. Seats 6

Metro Research Services, Inc.
1729 King St., Ste. 302
Alexandria, VA 22314
Ph. 703-385-1108
Fax 703-385-8620
Contact: Nancy Jacobs
1,3,6,7B,8,9
Rm. 1) 15x20 Obs. Rm. Seats 18
Rm. 2) 8x10 Obs. Rm. Seats 6

OMR-Olchak Market Research
7255-A Hanover Pkwy.
Greenbelt, MD 20770
Ph. 301-441-4660
Fax 301-474-4307
Contact: Jill Siegel
1,3,4,6,7B,8
Rm. 1) 14x19 Obs. Rm. Seats 14

Shugoll Research, Inc.
7475 Wisconsin, Ste. 200
Bethesda, MD 20814
Ph. 301-656-0310
Fax 301-657-9051
Contact: Joan Shugoll
1,3,4,6,7B,8,9,10
Rm. 1) 20x22 Obs. Rm. Seats 12
Rm. 2) 17x22 Obs. Rm. Seats 12
Rm. 3) 19x20 Obs. Rm. Seats 12
Rm. 4) 18x25 Obs. Rm. Seats 22
(See advertisement on p. 3)

T.I.M.E. Market Research
425 Spotsylvania Mall
Fredricksburg, VA 22407
Ph. 703-786-3376
Fax 703-786-3925
1,3,4,6,7A,8

Woelfel Research, Inc.
2222 Galloway Rd., #220
Vienna, VA 22027
Ph. 703-560-8400
Fax 703-560-0365
Contact: Adam Weinstein
1,3,6,7B

FLORIDA**DAYTONA BEACH**

Cunningham Field Services
770 W. Granada, #101
Daytona Beach, FL 32174
Ph. 904-677-5644
1,3,4,5,6,7B

FORT LAUDERDALE / BOCA RATON

Florida in Focus, Inc.
915 Middle River Dr.
Ft. Lauderdale, FL 33304
Ph. 305-566-5729
Fax 305-566-6819
Contact: Doris M. Wagman
1,3,4,6,7B
Rm. 1) 14x16 Obs. Rm. Seats 20
Rm. 2) 14x16 Obs. Rm. Seats 8

Heakin Research, Inc.
Coral Square Mall
9569 W. Atlantic Blvd.
Coral Springs, FL 33071
Ph. 305-753-4466
Contact: Linda Bonneville
1,3,4,6,7A

Mar's Surveys, Inc.
1700 N. University Dr.
Coral Springs, FL 33071
Ph. 305-755-2805
Fax 305-755-3061
Contact: Ronald Teblum
1,3,4,6,7B,8,9
Rm. 1) 15x20

Mar's Surveys, Inc.
4300 N University Dr., Ste. C202
Ft. Lauderdale, FL 33351
Ph. 305-755-2805
Fax 305-755-3061
Contact: Eric Lipson
1,3,4,6,7B,8,9
Rm. 1) 15x18

FORT MYERS

Bennett Research Services
Edison Mall
4125 Cleveland Ave.
Ft. Myers, FL 33901
Ph. 813-939-1200
Fax 813-939-1413
1,3,4,6,7,8(10)
Rm. 1) 14x16 Obs. Rm. Seats 8
(See advertisement on p. 95)

T.I.M.E. Market Research
1441 Tamianie Tr., #505
Port Charlotte, FL 33948
Ph. 813-625-5111
Fax 813-625-6416
Contact: Sharon Peoples
1,3,4,6,7A,8
Rm. 1) 12x16 Obs. Rm. Seats 10

GAINESVILLE

Perceptive Market Research, Inc.
2306 S.W. 13th St., Ste. 807
Gainesville, FL 32608
Ph. 904-336-6760 or 800-749-6760
Fax 904-336-6763
Contact: Elaine Lyons-Lepke, Ph.D.
1,2,3,4,5,6,7B,8,9
Rm. 1) 18x30 Obs. Rm. Seats 15

JACKSONVILLE

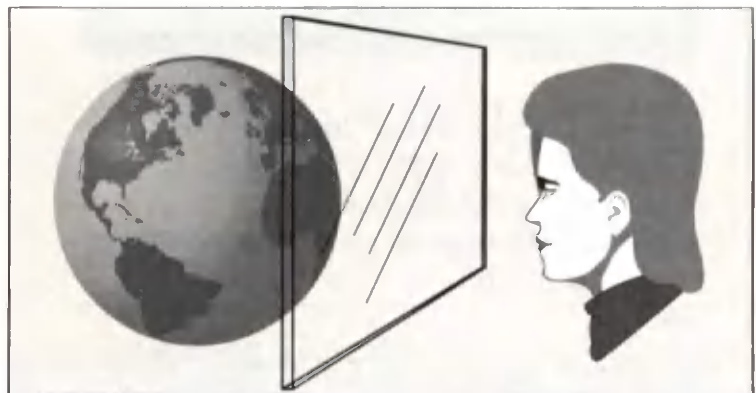
Tom Dale Market Research
235 Margaret St.
Neptune Beach FL 32233
Ph. 212-758-9777
Contact: Tom Dale
1,2,3,4,6,7B

Irwin Research Services, Inc.
Sun Bank Building
9250 Baymeadows Rd., Ste. 350
Jacksonville, FL 32256
Ph. 904-731-1811
Fax 904-731-1225
Contact: Kathryn Blackburn
1,3,4,6,7B
Rm. 1) 18x22 Obs. Rm. Seats 15
Rm. 2) 18x16 Obs. Rm. Seats 10
(See advertisement on pp. 74, 14)

Kirk Research Services, Inc.
4525 Roosevelt Blvd.
Jacksonville, FL 32210
Ph. 904-387-0883
Fax 904-387-0268
Contact: Rebecca Kirk
1,3,6,7C,8,9
Rm. 1) 12x8 Obs. Rm. Seats 8
Rm. 2) 12x8 Obs. Rm. Seats 8

Market Horizons, Inc.
9452 Phillips Hwy., Ste. 5
Jacksonville, FL 32256-1332
Ph. 904-260-2001
Fax 904-260-6266
Contact: Charles A. McMillin
1,3,6,7B,8
Rm. 1) 14x20 Obs. Rm. Seats 10

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- Multiple Tier Viewing Rooms
Comfortably Seat 10 to 15
- Floor-to-Ceiling Mirrors
- Comfortable Client Lounges with
Closed Circuit Monitors
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- 30,000+ Respondent Data Base
- Private Entrances for Client Use

...conveniently located next to major hotels
for comfort and accessibility.

For more information regarding
Focus Groups contact:
Kathryn Blackburn
*Vice President/
Director of Qualitative Research*



Irwin Research Services, Inc.
Sun Bank Building
9250 Baymeadows Road, Suite 350
Jacksonville, Florida 32256
(904) 731-1811
FAX (904) 731-1225

CODES

1. Conference Style Room	7C. Free Standing Building
2. Living Room Style	7D. Other
3. Observation Room	6. 1-on-1 Room
4. Test Kitchen	9. 1-on-1 Viewing
5. Test Kitchen Obsv. Rm.	10. Video conferencing
6. Video Equipment Available	† denotes living room style
7A. Located in Shopping Mall	‡ denotes one-on-one room
7B. Located in Office Building	

MIAMI

Behavioral Science Research Corp.
2121 Ponce de Leon Blvd., 12th fl.
Coral Gables, FL 33134
Ph. 305-443-2000
Fax 305-448-6825
Contact: Ethel Owery
1,3,6,7B,8,9
Rm. 1) 23x13 Obs. Rm. Seats 10

Findings International Corp.
9100 Coral Way, #6
Miami, FL 33165
Ph. 305-225-6517
Fax 305-225-6522
Contact: Orlando Esquivel
1,3,4,6,7B

Jean M. Light Interviewing Service
8415 Coral Way, Ste. 201
Miami, FL 33155
Ph. 305-264-5780
Fax 305-264-6419
Contact: Luis Padron
1,3,6,7A

Market Segment Research, Inc.
1320 S. Dixie Hwy., #120
Miami, FL 33146
Ph. 305-669-3900
Fax 305-669-3901
Contact: Gary L. Berman
1,3,4,6,7B,8,9

National Opinion Research Services
760 Northwest 107 Ave., Ste. 115
Miami, FL 33172
Ph. 800-940-9410
Fax 305-553-8586
Contact: Daniel Clapp
1,3,4,6,7B,8,9
Rm. 1) 18x22

Rife Market Research, Inc.
1111 Park Center Blvd., Ste. 111
Miami, FL 33169
Ph. 305-620-4244
Fax 305-621-3533
Contact: Mary Rife
1,3,4,6,7B
Rm. 1) 15x15 Obs. Rm. Seats 14
Rm. 2) 15x15 Obs. Rm. Seats 12
(See advertisement on p. 75)

Rife Market Research, Inc.
Skylake Mall
1758 N.E. Miami Gardens
N. Miami, FL 33179
Ph. 305-620-4244
Fax 305-621-3533
Contact: Mary Rife
1,3,4,6,7A
(See advertisement on p. 75)

Strategy Research Corp.
100 N.W. 37th Ave.
Miami, FL 33125
Ph. 305-649-5400
Contact: Vivian Hernandez
1.3.6.7B

Weitzman & Philip, Inc.
850 Ives Dairy Rd.
Miami, FL 33179
Ph. 305-653-6323
Fax 305-653-4016
Contact: Daniel Philip
1.3.4.5.6.7A
Rm. 1) 15x24 Obs. Rm. Seats 10
Rm. 2) 14x20 Obs. Rm. Seats 10

NAPLES

Gazelle International, Inc.
4949 Tamiami Trail N., #204
Naples, FL 33940
Ph. 813-649-8808
Fax 813-649-8861
Contact: Douglas J. Calhoun
1.3.4.6.7B,8,9
Rm. 1) 12x14 Obs. Rm. Seats 12

ORLANDO

Accudata/Pilar Ellis
500 N. Orlando Ave., Ste. 1398
Winter Park, FL 32789
Ph. 407-628-1835
Fax 407-628-0571
1.2.3.4.6.7D
Contact: Suzanne Cattell
Rm. 1) 15x18 Obs. Rm. Seats 15
Rm. 2) 14x15 Obs. Rm. Seats 8
Rm. 3) 15x19 Obs. Rm. Seats 12

Central Florida Market Research, Inc.
1065 Maitland Center Commons, #204
Maitland, FL 32751
Ph. 407-660-1808
Fax 407-660-9674
Contact: Vicky Stevens
1.3.6.&B
Rm. 1) 13x19 Obs. Rm. Seats 12

Hancock Information Group, Inc.
2180 W. State Rd. 434, Ste. 3170
Longwood, FL 32779
Ph. 407-682-1556
Fax 407-682-0025
Contact: Lori Sprague
1.3.6.7B,8,9
Rm. 1) 16x25 Obs. Rm. Seats 10

Barbara Nolan Market Research
Florida Mall, Room 422
Orlando, FL 32809
Ph. 407-830-4542
Fax 407-851-7115
Contact: Ellen Shamblin
1.3.4.6.7A

Barbara Nolan Market Research
218 Jackson
Maitland, FL 32751
Ph. 407-629-8800
Fax 407-629-7633
Contact: Ellen Shamblin
1.3.4.5.6.7C

Barbara Nolan Market Research
1650 Sand Lake Rd., Ste. 213
Orlando, FL 32809
Ph. 407-830-4542
Contact: Ellen Shamblin
1.3.4.6.7B

PENSACOLA

Sand Dollar Research, Inc.
5100 N. 9th Ave., M-1209
Pensacola, FL 32504
Ph. 904-478-9274
Fax 904-476-4450
Contact: Charles Graham
1.3.4.6.7A,8,9
Rm. 1) 18x21 Obs. Rm. Seats 15

SARASOTA

Starr Research
8201 S. Tamiami Trail
Sarasota, FL 34238
Ph. 813-925-7827
Fax 813-922-3289
Contact: Vicki Pobicki
1.2.3.4.6.7A
Rm. 1) 15x21 Obs. Rm. Seats 10

TALLAHASSEE

Friedman Marketing/Florida
Tallahassee Mall
2415 N. Monroe St., #563
Tallahassee, FL 32303
Ph. 904-385-4399 or 914-698-9591
Fax 904-385-3481
1.3.4.6.7A
Rm. 1) 9x12 Obs. Rm. Seats 6

TAMPA/ST. PETERSBURG

Accudata Market Research
3815 W. Humphrey St., #105
Tampa, FL 33614
Ph. 813-935-2151
Fax 813-932-6265
Contact: Suzanne Cattell
1.3.4.6.7B
Rm. 1) 18x24 Obs. Rm. Seats 18
Rm. 2) 13x16 Obs. Rm. Seats 8

RIFE MARKET RESEARCH, INC.

- Focus Groups
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- Multi-lingual Capabilities
- All Phases Market Research
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Rife Market Research, Inc.
1111 Parkcentre Boulevard
Suite 111, Miami, FL 33169

Tel. (305) 620-4244
Fax: (305) 621-3533

CODES

- | | |
|--------------------------------|-----------------------------|
| 1. Conference Style Room | 7C. Free Standing Building |
| 2. Living Room Style | 7D. Other |
| 3. Observation Room | 8. 1-on-1 Room |
| 4. Test Kitchen | 9. 1-on-1 Viewing |
| 5. Test Kitchen Obsv. Rm. | 10. Video conferencing |
| 6. Video Equipment Available | † denotes living room style |
| 7A. Located in Shopping Mall | ‡ denotes one-on-one room |
| 7B. Located in Office Building | |

Adam Market Research, Inc.

7965 9th St. N.
St. Petersburg, FL 33702
Ph. 813-875-4005
Fax 813-875-4055
Contact: Mark Siegel
1,3,6,7A,8,9
Rm. 1) 8x12 Obs. Rm. Seats 4

Adam Market Research, Inc.

4010 Boy Scout Blvd., Ste. 755
Tampa, FL 33607
Ph. 813-875-4005
Fax 813-875-4055
Contact: Mark Siegel
1,3,4,6,7B,8,9
Rm. 1) 16x21 Obs. Rm. Seats 15

Bordner Research, Inc.

2535 Landmark Dr., Ste. 109
Clearwater, FL 34621
Ph. 813-797-6552
Contact: Diane Bordner
1,3,4,7B,8,9
Rm. 1) 14x19 Obs. Rm. Seats 18
Rm. 2) 11x13 Obs. Rm. Seats 8

Davis & Davis Research, Inc.

8001 N. Dale Mabry Hwy., Ste. 401B
Tampa, FL 33614-3263
Ph. 813-873-1908
Fax 813-935-5473
Contact: Irene Davis
1,3,4,6,7C,8,9
Rm. 1) 15x24 Obs. Rm. Seats 12
Rm. 2) 11x12

Florida Focus, Inc.

2535 Landmark Dr., Ste. 109
Clearwater, FL 34621
Ph. 813-796-4957
Contact: Diane Bordner
1,3,4,6,7B,8,9
Rm. 1) 14x19 Obs. Rm. Seats 16
Rm. 2) 9x13 Obs. Rm. Seats 8

Herron Associates, Inc.

600 N. Westshore Blvd., Ste. 702
Tampa, FL 33609
Ph. 813-282-0866
Fax 813-282-3553
Contact: Elaine Herron-Cravens
1,3,4,6,7B,10
(See advertisement on p. 3)

IDD Market Research

5811 Memorial Hwy. #103
Tampa, FL 33615
Ph. 813-884-0088
Contact: Irene Hernandez
1,3,4,6,7B

Mid-America Research

303 US 301 Blvd. W., Ste. 811
Bradenton, FL 34205
Ph. 813-746-1849
Fax 813-746-6157
Contact: Margaret Wilders
1,3,4,6,7A,8
Rm. 1) 10x16 Obs. Rm. Seats 10
Rm. 2) 10x9 Obs. Rm. Seats 5

Barbara Nolan Market Research

Two Corporate Dr., Ste. 670
Clearwater, FL 34622
Ph. 813-572-0644
Fax 813-573-0235
1,3,4,6,7B

Premack and Associates, Inc.

8130 66th St. N., #10
Pinellas Park, FL 34665
Ph. 813-544-3191
Fax 813-544-2777
Contact: Irwin J. Premack
1,3,8,7B
Rm. 1) 12x15 Obs. Rm. Seats 6

Schwartz Field Service, Inc.

8902 N. Dale Mabry, Ste. 102
Tampa, FL 33614
Ph. 813-933-8060
Contact: Joyce Powell
1,2,3,4,6,7B

Suburban Associates Inc.

4350 W. Cypress, Ste. 535
Tampa, FL 33607
Ph. 813-874-3423
Fax 813-875-6789
Contact: Mandy Murphy O'Neill
1,3,4,6,7B,8,10
Rm. 1) 14x18 Obs. Rm. Seats 12
Rm. 2) 14x16 Obs. Rm. Seats 10
(See advertisement on p. 31)

Superior Research

3001 N. Rocky Point Rd., #400
Tampa, FL 33607
Ph. 813-282-1660
Fax 813-287-0605
Contact: Shari Gonzales
1,2,3,4,5,6,7B,8,9
Rm. 1) 15x20 Obs. Rm. Seats 12
Rm. 2) 15x20 Obs. Rm. Seats 12
Rm. 3) 15x20 Obs. Rm. Seats 12
Rm. 4) 14x22 Obs. Rm. Seats 12
(See advertisement on pp. 77, 80)

Tampa Bay Opinion Mart

3302 W. Buffalo Ave., Ste. 1037A
Tampa, FL 33607
Ph. 813-876-0321
Contact: Alma Stillely
1,3,4,6,7A

WEST PALM BEACH

Field & Focus

4020 S. 57th Ave.
Lake Worth, FL 33463
Ph. 407-965-4720
Fax 407-965-7439
Contact: Lois Stermer
1,3,6,7C,8
Rm. 1) 15x18 Obs. Rm. Seats 12

Profile Marketing Research

4020 S. 57th Ave.
Lake Worth, FL 33463
Ph. 407-965-8300
Fax 407-965-6925
Contact: Judy Hoffman
1,3,6,7C,8
Rm. 1) 15x18 Obs. Rm. Seats 12

Lois Weinstein Associates

1655 Palm Beach Lakes Blvd., Ste. 203
W. Palm Beach, FL 33401
Ph. 407-640-3242
Fax 407-640-3760
Contact: Lois Weinstein
1,3,4,6,7B,8,9
Rm. 1) 17x17 Obs. Rm. Seats 18
Rm. 2) 12x14 Obs. Rm. Seats 8

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- Peace of mind
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Search no more - We are, after all, the CIA.

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1-85 / 1-285 North Atlanta 404-455-9989

GEORGIA

ATLANTA

Arena Research, Inc.

1 Dunwoody Park, Ste. 128

Atlanta, GA 30338

Ph. 404-395-6090

Fax 404-671-9708

Contact: Steve Israel

1,3,4,6,7B,8

Rm. 1) 14x20 Obs. Rm. Seats 18

Rm. 2) 14x20 Obs. Rm. Seats 12

Rm. 3) 15x17 Obs. Rm. Seats 12

Rm. 4) 24x36 Obs. Rm. Seats 25

(See advertisement on p. 79)

Atlanta Marketing Research Center

Ten Lenox Pointe

Atlanta, GA 30324

Ph. 404-239-0001

Fax 404-237-1235

1,3,4,5,6,7C

C I A Market Research

3825 Presidential Pkwy., Ste. 106

Atlanta, GA 30340

Ph. 404-454-7000

Fax 404-452-7225

Contact: Charles Fargason

1,3,6,7B

Rm. 1) 23x14 Obs. Rm. Seats 9

(See advertisement on p. 76)

Compass Marketing Research

3725 Davinci Ct., Ste. 100

Norcross, GA 30092

Ph. 404-448-0754

Contact: Anne Rast

1,3,4,6,7C

Rm. 1) 16x24 Obs. Rm. Seats 12

Rm. 2) 16x20 Obs. Rm. Seats 12

Consumer Search

4166 Buford Hwy.

Atlanta, GA 30345

Ph. 404-321-1770

Fax 404-636-3037

Contact: Scott Tannenbaum

1,3,4,6,7D

Rm. 1) 20x20 Obs. Rm. Seats 35

Rm. 2) 20x20 Obs. Rm. Seats 35

Consumer Search

2801 Cadler Rd.

Atlanta, GA 30034

Ph. 404-321-1770

Fax 404-636-3037

Contact: Scott Tannenbaum

1,3,4,6,7A,8,9

Rm. 1) 20x20 Obs. Rm. Seats 15

Elrick & Lavidge Inc.

1990 Lakeside Pkwy., 3rd fl.

Tucker, GA 30084

Ph. 404-938-3233

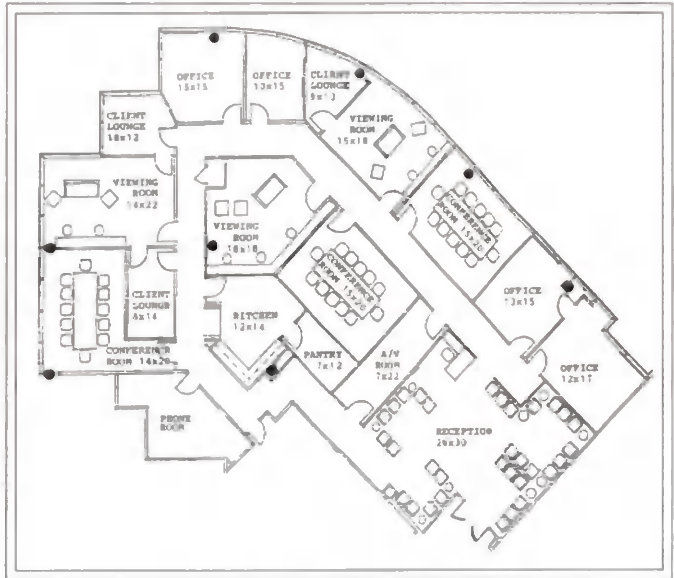
Fax 404-621-7666

1,3,4,6,7B

Rm. 1) 25x15 Obs. Rm. Seats 8

Rm. 2) 25x15 Obs. Rm. Seats 6

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- THREE SPACIOUS FOCUS GROUP SET-UPS
 - FULLY EQUIPPED TEST KITCHEN
 - SIMULTANEOUS VIEWING CAPABILITY
 - FIXED VIDEO EQUIPMENT
- LOUNGES ADJACENT TO VIEWING ROOMS
- EASY ACCESS TO HOTELS, RESTAURANTS, SHOPS AND WATER SPORT RENTALS
 - BEAUTIFUL BEACHES NEARBY
- FIVE MINUTES FROM TAMPA INT'L. AIRPORT



SUPERIOR RESEARCH – TAMPA

3001 NORTH ROCKY POINT, SUITE 400 • TAMPA, FL 33607

TEL. 813-282-1660 • FAX 813-287-0605

SHARI DAVIS GONZALES/DIRECTOR

CODES

1. Conference Style Room	7C. Free Standing Building
2. Living Room Style	7D. Other
3. Observation Room	8. 1-on-1 Room
4. Test Kitchen	9. 1-on-1 Viewing
5. Test Kitchen Obsv. Rm.	10. Video conferencing
6. Video Equipment Available	† denotes living room style
7A. Located in Shopping Mall	‡ denotes one-on-one room
7B. Located in Office Building	

Fieldwork Atlanta

200 Galleria Pkwy., Ste. 1850
Atlanta, GA 30339
Ph. 404-988-0330
Fax 404-955-1555
Contact: Carolyn Lee
1,3,4,5,6,7B,8,9,10
Rm. 1) 19x17 Obs. Rm. Seats 25
Rm. 2) 35x16 Obs. Rm. Seats 20
Rm. 3) 17x14 Obs. Rm. Seats 20
(See advertisement on pp. 2, 31)

Focus On Atlanta
3953 Pleasantdale Rd.
Atlanta, GA 30340
Ph. 404-447-9800
Fax 404-446-8038
Contact: Clara Stokes
1,3,4,6,7C,8,9

Heakin Research Inc.
Gwinett Plaza Mall
2100 Pleasant Hill Rd.
Duluth, GA 30136
Ph. 404-476-0714
Contact: Eleanor McGahee
1,3,6,7A

Heakin Research Inc.
331 Shannon Mall
Union City, GA 30921
Ph. 404-964-9634
Contact: Deborah White
1,3,4,6,7A

Kenneth Hollander Associates
3490 Piedmont Rd., Ste. 424
Atlanta, GA 30305
Ph. 404-231-4077
Fax 404-231-0763
Contact: Kimberly Moore
1,3,6,7B
Rm. 1) 11x9 Obs. Rm. Seats 7

Jackson Associates, Inc.
1140 Hammond Dr., Bldg. H
Atlanta, GA 30328
Ph. 404-394-8700
Fax 404-394-8702
Contact: Margaret Hicks
1,3,4,6,7B,8,9
Rm. 1) 24x16 Obs. Rm. Seats 20
Rm. 2) 22x22 Obs. Rm. Seats 15
Rm. 3) 22x29 Obs. Rm. Seats 15
Rm. 4) 12x16 Obs. Rm. Seats 7
(See advertisement on p. 81)

Joyner Hutcheson Research Inc.
1900 Century Place
Atlanta, GA 30345
Ph. 404-321-0953
Fax 404-634-8131
Contact: Wanda Hutcheson
1,2,3,4,6,7B

MacConnell Research Services, Inc.
10 Perimeter Park Dr., Ste. 110
Atlanta, GA 30341
Ph. 404-451-6236
Fax 404-451-6184
Contact: Joy MacConnell
1,3,4,6,7B,8
Rm. 1) 14x16 Obs. Rm. Seats 8
Rm. 2) 14x16 Obs. Rm. Seats 8

MacConnell Research Services, Inc.
Avondale Mall
3588 Memorial Dr.
Decatur, GA 30032
Ph. 404-451-6236
Fax 404-451-6184
Contact: Joy MacConnell
1,3,6,7A,8,9
Rm. 1) 13x16 Obs. Rm. Seats 8

MacFarlane & Company, Inc.
1900 Emery St. NW., Ste. 450
Atlanta, GA 30318
Ph. 404-352-2290
Fax 404-352-2299
1,3,6,7B,8,9
Rm. 1) 16x15 Obs. Rm. Seats 3

Message Factors
1140 Hammond Dr., Ste. F-6200
Atlanta, GA 30328
Ph. 404-604-9983
Fax 404-604-9187
Contact: Roslyn Brown
1,3,6,7B

Mid-America Research
Lenox Square Mall
3393 Peachtree Rd. NE
Atlanta, GA 30326
Ph. 404-261-8011
Contact: Joan Ferdinands
1,3,4,6,7A
Rm. 1) 17x14 Obs. Rm. Seats 10
Rm. 2) 19x12 Obs. Rm. Seats 12

Nordhaus Research, Inc.
3405 Piedmont Rd. NE, Ste. 175
Atlanta, GA 30305
Ph. 800-860-9996
Fax 404-848-8199
Contact: Dianne Flock
1,3,4,5,7B,8,9
Rm. 1) 16x17 Obs. Rm. Seats 15
Rm. 2) 16x27 Obs. Rm. Seats 15
(See advertisement on p. 98)

Plaza Research
2401 Lake Park Dr.
Atlanta, GA 30080
Ph. 404-432-1400 or 800-654-8002
Fax 404-432-0730
Contact: Michele Borea
1,2,3,4,5,6,7B,8,9
Rm. 1) 15x20 Obs. Rm. Seats 15
Rm. 2) 15x20 Obs. Rm. Seats 15
Rm. 3) 15x20 Obs. Rm. Seats 15
(See advertisement on p. 113)

PVR, Inc.
655 Village Square Dr.
Stone Mountain, GA 30083
Ph. 404-294-4433
Fax 404-297-3223
Contact: Glenda Fears
1,3,4,6,7B
Rm. 1) 12x15 Obs. Rm. Seats 15
Rm. 2) 14x18 Obs. Rm. Seats 15

Quality Controlled Services

2635 Century Pkwy., #100
Atlanta, GA 30345
Ph. 800-227-2974
Fax 404-636-3276
Contact: Susan Lipsitz
1,3,4,6,7B
Rm. 1) 15x22 Obs. Rm. Seats 10
Rm. 2) 15x20 Obs. Rm. Seats 12
Rm. 3) 15x20 Obs. Rm. Seats 8
(See advertisement on p. 53)

Quick Test, Inc.

4205 Roswell Rd.
Atlanta, GA 30342
Ph. 404-843-3807
Fax 404-843-9733
Contact: Towne Saltik
1,3,4,6,7B,10
Rm. 1) 13x15 Obs. Rm. Seats 8
(See advertisement on p. 89)

John Stolzberg Market Research
1800 Century Blvd., Ste. 1000
Atlanta, GA 30345
Ph. 404-329-0954
Fax 404-329-1596
Contact: John Stolzberg
1,3,4,6,7B
Rm. 1) 21x18 Obs. Rm. Seats 15
Rm. 2) 19x17 Obs. Rm. Seats 15
Rm. 3) 20x12 Obs. Rm. Seats 10

Superior Research

1155 Hammond Dr.
Atlanta, GA 30328
Ph. 404-394-4400
Fax 404-391-9345
Contact: Rhoda Davis
1,2,3,4,5,6,7B
Rm. 1) 14x23 Obs. Rm. Seats 12
Rm. 2) 14x20 Obs. Rm. Seats 12
Rm. 3) 14x20 Obs. Rm. Seats 12
Rm. 4) 15x19 Obs. Rm. Seats 12
(See advertisement on pp. 77, 80)

T & K Research Associates, Inc.

245 Peachtree Center, #308
Atlanta, GA 30303
Ph. 404-578-9085
Fax 404-977-0833
Contact: Darlene McWilliams
1,2,3,6,7B,8,9
Rm. 1) 21x18 Obs. Rm. Seats 12
Rm. 2) 22x14 Obs. Rm. Seats 8
Rm. 3) 15x9Obs. Rm. Seats 10

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our database (not to mention
our big new luxury facility).

≈ ≈ ≈ ≈ ≈

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Circle No. 190 on Reader Card

CODES	
1. Conference Style Room	7C. Free Standing Building
2. Living Room Style	7D. Other
3. Observation Room	8. 1-on-1 Room
4. Test Kitchen	9. 1-on-1 Viewing
5. Test Kitchen Obsv. Rm.	10. Video conferencing
6. Video Equipment Available	† denotes living room style
7A. Located in Shopping Mall	‡ denotes one-on-one room
7B. Located in Office Building	

T & K Research Associates, Inc.
 1501 Johnson Ferry Rd., Ste. 250
 Marietta, GA 30062
 Ph. 404-578-9058
 Fax 404-977-0833
 Contact: Darlene McWilliams
 1,3,6,7B,8,9
 Rm. 1) 15x20 Obs. Rm. Seats 12

Whaley Research & Associates, Inc.
 5001 Riverdale Court
 College Park, GA 30337
 Ph. 800-283-4701
 Fax 800-283-4733
 Contact: Marilyn Whaley
 1,3,4,6,7D
 Rm. 1) 16x24 Obs. Rm. Seats 16

GAINESVILLE

Jackson Associates, Inc.
 1285 W. Washington St.
 Gainesville, GA 30501 (Rural GA)
 Ph. 404-394-8700
 Fax 404-394-8702
 Contact: Margaret Hicks
 1,3,6,7A
 Rm. 1) 15x14 Obs. Rm. Seats 4
 (See advertisement on p. 81)

HAWAII

HONOLULU

OmniTrak Group, Inc.
 220 S. King St., Ste. 975
 Honolulu, HI 96813
 Ph. 808-528-4050
 Fax 808-538-6227
 Contact: Barbara Ankersmit
 1,3,6,7B,8,9
 Rm. 1) 18x20 Obs. Rm. Seats 10

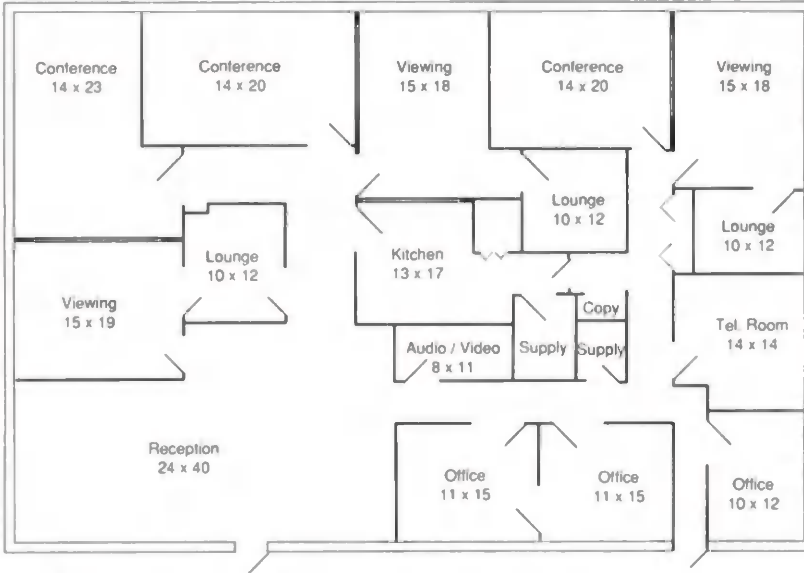
SMS Research
 1042 Fort St. Mall. #200
 Honolulu, HI 96813
 Ph. 808-537-3356
 Fax 808-537-2686
 1,3,6,7B

Ward Research, Inc.
 126 Queen St., Ste. 212
 Honolulu, HI 96813
 Ph. 808-522-5123
 Fax 808-522-5127
 Contact: Rebecca S. Ward
 1,3,6,7B,8,9
 Rm. 1) 12x22 Obs. Rm. Seats 6

IDAHO

BOISE

Clearwater Research, Inc.
 2136 N. Cole Rd.
 Boise, ID 83704
 Ph. 208-376-3376
 Fax 208-376-2008
 Contact: Steve Swann
 1,3,4,6,7B,9
 Rm. 1) 15x12 Obs. Rm. Seats 10

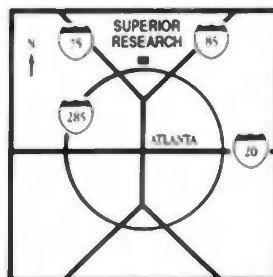


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ATLANTA'S NEWEST FOCUS GROUP FACILITY
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- FULLY EQUIPPED TEST KITCHEN
- SIMULTANEOUS VIEWING CAPABILITY
- REVERSABLE SET-UP FOR IN-DEPTH INTERVIEWS
- FIXED VIDEO EQUIPMENT
- LOUNGES WITH EXERCISE EQUIPMENT
- GOURMET FOOD
- ADJACENT TO BANKS, RESTAURANTS, SHOPS AND HOTELS
- EASY ACCESS TO MAJOR HIGHWAYS AND AIRPORTS

SUPERIOR RESEARCH
 1155 HAMMOND DRIVE
 SUITE 5090-E
 ATLANTA, GA 30328
 TELEPHONE **404-394-4400**
 FAX **404-391-9345**

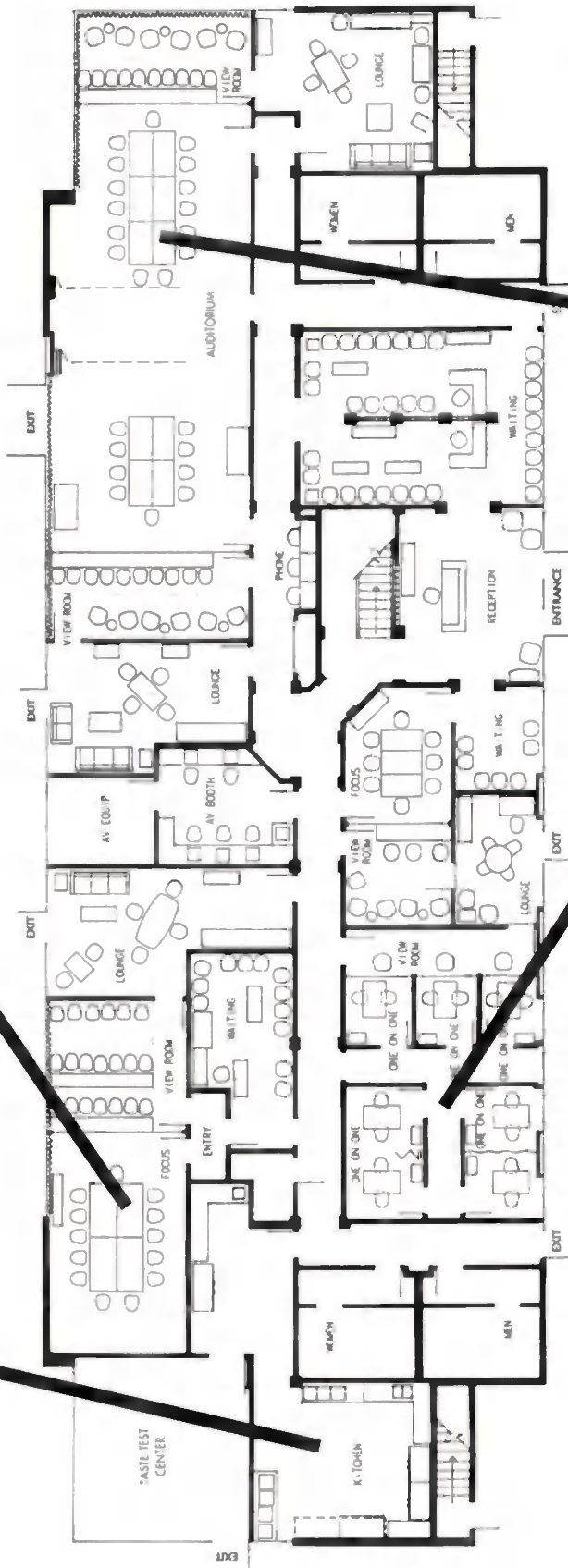


YOUR NEXT PROJECT HERE

OR HERE

OR HERE

OR HERE



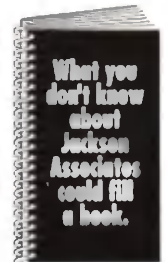
When it comes to choosing a field service, Jackson Associates has just what you're looking for.

Take our state-of-the-art Atlanta focus facility. It features four spacious focus suites, a large auditorium with viewing, a one-on-one center and a fully equipped test kitchen. Not to mention a forty-line monitored telephone room for recruiting and CRT interviewing.

But why stop there? We also have focus facilities in Washington D.C., Charlotte and Nashville.

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See for yourself in our new field service handbook. It's yours free by calling 800-359-7060.



Jackson Associates Inc.

Circle No. 209 on Reader Card

CODES

- 1. Conference Style Room
- 2. Living Room Style
- 3. Observation Room
- 4. Test Kitchen
- 5. Test Kitchen Obsv. Rm.
- 6. Video Equipment Available
- 7A. Located in Shopping Mall
- 7B. Located in Office Building
- 7C. Free Standing Building
- 7D. Other
- 8, 1-on-1 Room
- 9, 1-on-1 Viewing
- 10. Video conferencing
- † denotes living room style
- ‡ denotes one-on-one room

ILLINOIS

CHICAGO

Adler Weiner Research/Chicago, Inc.

John Hancock Center
875 N. Michigan Ave., Ste. 3260
Chicago, IL 60611
Ph. 312-944-2555
Fax 312-944-7639

Contact: Eileen Dorfman

- 1,3,4,6,7B
- Rm. 1) 17x16 Obs. Rm. Seats 20
- Rm. 2) 20x20 Obs. Rm. Seats 20
- Rm. 3) 20x20 Obs. Rm. Seats 20
- Rm. 4) 20x16 Obs. Rm. Seats 20
- Rm. 5) 20x30 Obs. Rm. Seats 20

Adler Weiner Research/Chicago, Inc.

6500 N. Lincoln Ave., #200
Chicago, IL 60645
Ph. 708-675-5011
Fax 708-675-5698

Contact: Eileen Dorfman

- 1,3,4,6,7C
- Rm. 1) 22x19 Obs. Rm. Seats 30
- Rm. 2) 16x18 Obs. Rm. Seats 18

All About Research
2000 York Rd.
Oak Brook, IL 60521
Ph. 708-573-9500
Fax 708-573-2552
Contact: Sandy Shapin
1,2,3,4,6,7B

Analytics, Inc.
Newport Office Center
5005 Newport Dr.
Rolling Meadows, IL 60008
Ph. 708-870-1973
1,2,3,4,5,6,7B,8,9

- Rm. 1) 21x21 Obs. Rm. Seats 15
- Rm. 2) 16x17 Obs. Rm. Seats 14
- Rm. 3) 20x21 Obs. Rm. Seats 14

Assistance In Marketing
1650 N. Arlington Heights Rd.
Arlington Heights, IL 60004
Ph. 708-392-5500

- Fax 708-392-5841
- Contact: Laura Shulman
- 1,3,4,5,6,7B,8,9
- Rm. 1) 20x12 Obs. Rm. Seats 8
- Rm. 2) 17x13 Obs. Rm. Seats 8

Assistance In Marketing
1140 Spring Hill Mall
Dundee, IL 60118
Ph. 708-428-0885

- Fax 708-428-4554
- Contact: Doria Kramer
- 1,3,4,6,7A,8,9
- Rm. 1) 13x13 Obs. Rm. Seats 8

The Blackstone Group
360 N. Michigan Ave., Ste. 1501
Chicago, IL 60601
Ph. 312-419-0400
Fax 312-419-8419
Contact: Claire K. Rose
1,3,4,6,7B,8,9
Rm. 1) 14x26 Obs. Rm. Seats 15
Rm. 2) 15x20 Obs. Rm. Seats 10
Rm. 3) 13x20 Obs. Rm. Seats 10
(See advertisement on p. 82)

Bruskin Goldring Research
820 N. Orleans, Ste. 210
Chicago, IL 60610
Ph. 312-440-5252
Fax 312-266-1742
Contact: Jeff Kay
1,2,3,4,6,7B,8,9
(See advertisement on p. 33)

Bryles Survey Service
8847 W. 159th St.
Tinley Park, IL 60477
Ph. 708-532-6800
Fax 708-532-1880
Contact: Bob Bryles
1,3,4,6,7A,8,9
Rm. 1) 15x18 Obs. Rm. Seats 15

Bryles Survey Service
260 Orland Park Place
Orland Park, IL 60462
Ph. 708-532-6800
Fax 708-532-1880
Contact: Bob Bryles
1,3,4,6,7A,8,9
Rm. 1) 13x18 Obs. Rm. Seats 15

Bryles Survey Service
8275 Broadway
Merrillville, IN 46410
Ph. 708-532-6800
Fax 708-532-1880
Contact: Bob Bryles
1,3,4,6,7A,8,9
Rm. 1) 15x20 Obs. Rm. Seats 15

Marketing 52 (Bullard)
215 W. Ayres
Hinsdale, IL 60521
Ph. 708-325-0471
Fax 708-325-0568
Contact: Bob King
1,3,6,7B

C/J Research, Inc.
3150 Salt Creek Ln.
Arlington Heights, IL 60005
Ph. 800-323-0266
Fax 708-253-1587
Contact: Sherrie Binke
1,3,6,7C
Rm. 1) 24x11 Obs. Rm. Seats 12
(See advertisement on p. 83)

At the Blackstone Group,
95%
is very significant...

Over 95% of our clients
return to us for more research.

For a free consultation or proposal,
call us at 1•800•666•9847

Complete Focus Group Facilities
Three Focus Group Suites
Secure Audio/Video Room
Fully Equipped Kitchen
Private Client Lounge
60+ Interviewing Stations for Recruitment
Moderators on Staff

The Blackstone Group
360 North Michigan Avenue
Chicago, Illinois 60601
(312) 419-0400
Fax (312) 419-8419

C/J IN FOCUS

Another answer to your marketing research questions.



recording capabilities) affords the best view into focus group interaction.

- Facility and equipment rental
- Recruiting
- Moderating
- Complete project capabilities

C/J, a full-service research organization. Data collection and interpretation.

- Focus groups
- Telephone (CRT-assisted)
- Central location pre-recruited interviews
- Mall Intercepts—nationwide
- Personal door-to-door interviewing
- Professional occupation interviews
- Exit interviews
- Continuous tracking

You are cordially invited to discuss your research requirements with the C/J professionals.

The new C/J Focus Group Room.

Here you will find every resource and a staff that is fully capable of supporting your exact requirements.

Our large and comfortable client viewing room (with both audio and video



C/J RESEARCH, INC.

3150 Salt Creek Lane • Arlington Heights, IL 60005

708/253-1100

CODES

- | | |
|--------------------------------|-----------------------------|
| 1. Conference Style Room | 7C. Free Standing Building |
| 2. Living Room Style | 7D. Other |
| 3. Observation Room | 8. 1-on-1 Room |
| 4. Test Kitchen | 9. 1-on-1 Viewing |
| 5. Test Kitchen Obsv. Rm. | 10. Video conferencing |
| 6. Video Equipment Available | † denotes living room style |
| 7A. Located in Shopping Mall | ‡ denotes one-on-one room |
| 7B. Located in Office Building | |

Car-Lene Research, Inc.
Northbrook Court, #1187
Northbrook, IL 60062
Ph. 708-498-1305
1,3,4,6,7A

Chicago Focus

7 E. Huron
Chicago, IL 60611
Ph. 312-951-1616
Fax 312-951-5099
Contact: Lynn Rissman
1,3,6,7C
Rm. 1) 21x13 Obs. Rm. Seats 8
Rm. 2) 21x13 Obs. Rm. Seats 8
Rm. 3) 21x13 Obs. Rm. Seats 20
(See advertisement on the back cover)

Comiskey Research
205 W. Grand Ave., Ste. 108
Bensenville, IL 60106
Ph. 708-860-2255
Contact: Sig Saltz
1,3,4,6,7B
Rm. 1) 12x16 Obs. Rm. Seats 8

Communications Workshop, Inc.
168 N. Michigan Ave.
Chicago, IL 60601
Ph. 312-263-7551
Fax 312-332-6115
Contact: Paula King
1,2,3,4,6,7B
Rm. 1) 16x21 Obs. Rm. Seats 18
Rm. 2) 20x24 Obs. Rm. Seats 10

Consumer and Professional Research, Inc.
3612 W. Lake Ave.
Wilmette, IL 60091
Ph. 708-256-7744
Fax 708-251-7662
Contact: Margie Finn Morich
1,3,6,7B

Consumer Surveys Company
Northpoint Shopping Center
304 E. Rand Rd.
Arlington Heights, IL 60004
Ph. 708-394-9411
Fax 708-394-0001
Contact: Deanna Kohn
1,3,4,6,7B,8,9
Rm. 1) 15x20 Obs. Rm. Seats 15
(See advertisement on pp. 14, 85)

Conway/Milliken & Associates
875 N. Michigan Ave., Ste. 2511
Chicago, IL 60611
Ph. 312-787-4060
Fax 312-787-4156
Contact: Gayle Moberg
1,3,4,6,7B,8
Rm. 1) 21x18 Obs. Rm. Seats 15

Data Research, Inc.
1319 Butterfield Rd., Ste. 510
Downers Grove, IL 60515
Ph. 708-971-2880
Contact: Ken Jennrich
1,3,6,7B

Dimensional Marketing, Inc.
211 E. Ontario St., 16th fl.
Chicago, IL 60611
Ph. 312-280-0700
Contact: Dan Williams
1,3,4,6,7B

Elrick & Lavidge, Inc.
3 Westbrook Corp. Ctr., #600
Westchester, IL 60154
Ph. 708-449-5300
Fax 708-449-4498
Contact: Kathy Donaldson
1,3,4,6,7B
Rm. 1) 15x24 Obs. Rm. Seats 10

Facts In Focus, Inc.
2260 Fox Valley Center
Aurora, IL 60505
Ph. 708-898-2166
Fax 708-898-2172
Contact: Matt Johnson
1,3,4,5,6,7A,8,9

Fieldwork Chicago-North, Inc.
6200 N. Hiawatha, Ste. 720
Chicago, IL 60646
Ph. 312-282-2911
Fax 312-282-8971
Contact: Alice White
1,3,4,5,6,7B,8,9
Rm. 1) 16x16 Obs. Rm. Seats 12
Rm. 2) 18x18 Obs. Rm. Seats 15
Rm. 3) 16x21 Obs. Rm. Seats 20
Rm. 4) 12x20 Obs. Rm. Seats 10
Rm. 5) 16x16 Obs. Rm. Seats 15
(See advertisement on p. 2)

Fieldwork Chicago-O'Hare, Inc.
8420 W. Bryn Mawr, Ste. 650
Chicago, IL 60631
Ph. 312-714-8700
Fax 312-714-0737
Contact: Susan Brody
1,3,4,6,7B,8,9
Rm. 1) 21x21 Obs. Rm. Seats 35
Rm. 2) 21x15 Obs. Rm. Seats 20
Rm. 3) 20x20 Obs. Rm. Seats 30
(See advertisement on p. 2)

Fieldwork Chicago-West, Inc.
1450 E. American Ln.
Schaumburg, IL 60173
Ph. 708-413-9040
Fax 708-413-9064
Contact: Pam White
1,3,4,6,7B,8
Rm. 1) 21x14 Obs. Rm. Seats 20
Rm. 2) 20x18 Obs. Rm. Seats 15
Rm. 3) 20x15 Obs. Rm. Seats 17
(See advertisement on p. 2)

Focuscope, Inc.
1100 W. Lake St., Ste. 60
Oak Park, IL 60301
Ph. 708-386-5086
Fax 708-386-1207
Contact: Kevin Rooney
1,3,4,5,6,7B,8,9
Rm. 1) 15x20 Obs. Rm. Seats 15
Rm. 2) 15x20 Obs. Rm. Seats 15
Rm. 3) 13x16 Obs. Rm. Seats 7
Rm. 4) 15x20 Obs. Rm. Seats 6
(See advertisement on p. 84)

Successful focus groups don't
just happen . . .

They happen here !

focuscope, inc.



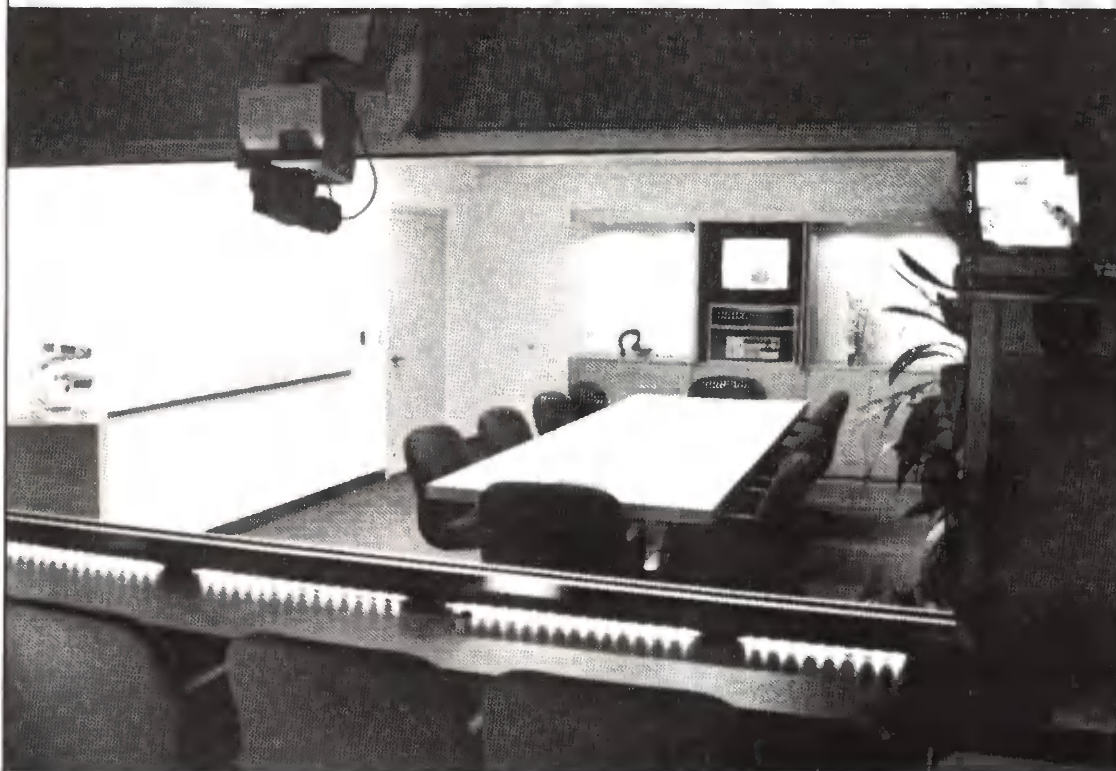
**Data Collection
Ethnic Recruiting
CATI Interviewing**

**Field Service
Medical Recruiting
In-Store Interviewing**

**Oak Park, Il.
1100 West Lake Street
708.386.5086**

**Chicago, Il.
1 East Erie Street
312.587.1893**

PAMPER YOUR CLIENTS



Consumer Surveys Company In Chicago, when you demand excellence

- * Communicate instantly with your moderator from the viewing room by means of a *unique computer system* visible only to your moderator.
- * Use a *remote controlled videotaping system* located in the rear of the room.... not in front, blocking your view.
- * View the group in our *client lounge* or in our *tiered observation room* that *comfortably seats fifteen* of your agency and corporate traveling companions.
- * Watch your group through a *sound insulated window*.
- * Feel refreshed by our *separate air/heating system*.

IF IT'S WORTH DOING, IT'S WORTH DOING WELL

CS Consumer Surveys Company

Northpoint Shopping Center 304 E. Rand Rd., Arlington Heights, IL 60004
Tel. 708/394-9411 Fax 708/394-0001

This is our 67th year... What we've learned about focus groups keeps clients coming back



THEN: Chicago women come to Home Arts Guild's sponsored luncheons to learn the "home arts" of homemaking & cooking. Soon the women start to participate in surveys and we become the first CLT center in the nation.



THEN: Our first one-way mirrors were 2'x 2'. There were two per room. Only two clients sitting on bar stools could observe. The rest had to sit in the dark and listen. Each room was only four feet deep.



NOW: An elegant focus group facility on the 29th & 30th floors of a skyscraper overlooking the river and lake, with five luxurious suites and every client amenity. We have 37 years of focus group experience.



NOW: All mirrors are wall-to-wall and in our largest viewing room 20 clients sitting in large swivel chairs can observe. All rooms are tiered, have writing ledges & adjoining client lounges with great views (and food!)

★ On-site recruiting of consumers, doctors, business people from the entire Chicago metro area.

★ The facility includes:

- A large, fully-equipped kitchen with one-way mirror.
- A separate suite for 1-on-1s, triads and mini-groups.
- An auditorium that seats 42.

We hope to have the opportunity of showing you why clients have kept coming back for projects...since 1927. Please ask for our color brochure.

HOME ARTS GUILD RESEARCH CENTER
35 East Wacker Drive, Chicago, IL 60601 • (312) 726-7406

CODES

1. Conference Style Room	7C. Free Standing Building
2. Living Room Style	7D. Other
3. Observation Room	8. 1-on-1 Room
4. Test Kitchen	9. 1-on-1 Viewing
5. Test Kitchen Obsv. Rm.	10. Video conferencing
6. Video Equipment Available	† denotes living room style
7A. Located in Shopping Mall	‡ denotes one-on-one room
7B. Located in Office Building	

Focuscope, Inc.

1 E. Erie, Ste. 305
Chicago, IL 60611
Ph. 312-587-1893
Contact: Kevin Rooney
1.3.6.7B.8.9
Rm. 1) 23x20 Obs. Rm. Seats 15
Rm. 2) 16x23 Obs. Rm. Seats 15
(See advertisement on p. 84)

Heakin Research, Inc.
3615 Park Dr., Ste. 101
Olympia Fields, IL 60461
Ph. 708-503-0100
Contact: Sue Schmidt
1.3.4.6.7B

Home Arts Guild Research Center

35 E. Wacker Dr.
Chicago, IL 60601
Ph. 312-726-7406
Fax 312-346-3746
Contact: Roy Roberts
1.3.4.5.6.7B.8.9
Rm. 1) 14x30 Obs. Rm. Seats 20
Rm. 2) 15x20 Obs. Rm. Seats 12
Rm. 3) 13x19 Obs. Rm. Seats 15
Rm. 4) 14x19 Obs. Rm. Seats 11
†Rm. 5) 14x14 Obs. Rm. Seats 15
(See advertisement on p. 86)

Illinois Center Market Research
151 N. Michigan Ave., Ste. 2412
Chicago, IL 60601
Ph. 312-856-1697
Fax 312-856-0122
Contact: Peggy Ryan
1.3.4.6.7B
Rm. 1) 17x16
Rm. 2) 23x13

Marketing Services
2525 Gross Point Rd.
Evanston, IL 60201
Ph. 708-864-4100
Contact: Carolyn Ripley
1.3.6.7C

Mid-America Research
280 Orland Square Shopping Center
Orland Park, IL 60462
Ph. 708-349-0888
Contact: David Ottenfeld
1.3.4.6.7A
Rm. 1) 14x13 Obs. Rm. Seats 10
Rm. 2) 14x8 Obs. Rm. Seats 4

Mid-America Research
Randhurst Shopping Center
999 N. Elmhurst Rd.
Mt. Prospect, IL 60056
Ph. 708-392-0800
Fax 708-870-6236
Contact: Betty Jorgenson
1,3,4,6,7A

Rm. 1) 15x23 Obs. Rm. Seats 10
Rm. 2) 15x17 Obs. Rm. Seats 12

National Data Research, Inc.

770 Frontage Rd., #110
Northfield, IL 60093
Ph. 708-501-3200
Fax 708-501-2865
Contact: Val Maxwell
1,3,4,6,7B,8,9,10

Rm. 1) 16x19
Rm. 2) 18x21
Rm. 3) 21x18
Rm. 4) 21x17

(See advertisement on p. 3)

National Data Research, Inc.

737 N. Michigan Ave., Ste. 1310
Chicago, IL 60611
Ph. 708-501-3200
Fax 708-501-2865
Contact: Val Maxwell
1,3,6,7B,10

Rm. 1) 25x17 Obs. Rm. Seats 15
Rm. 2) 21x17 Obs. Rm. Seats 15
Rm. 3) 24x17 Obs. Rm. Seats 15

(See advertisement on p. 3)

National Qualitative Centers

625 N. Michigan Ave., Ste. 200
Chicago, IL 60611
Ph. 312-642-1001/800-335-1222
Fax 312-649-5812
Contact: Sandy Nidetz
1,3,4,6,7B

Oakbrook Interviewing Center

1415 W. 22nd St., Ste. 220
Oak Brook, IL 60521
Ph. 708-574-0330
Fax 708-574-0358
Contact: Dorothy Polzin
1,3,4,5,6,7B,8,9

Rm. 1) 22x15 Obs. Rm. Seats 11
Rm. 2) 16x16 Obs. Rm. Seats 13
Rm. 3) 9x14 Obs. Rm. Seats 10
Rm. 4) 21x16 Obs. Rm. Seats 18

O'Hare in Focus

1011 E. Touhy Ave., Ste. 440
Des Plaines, IL 60018
Ph. 708-299-6636
Fax 708-824-3259
Contact: Renie Vitellaro
1,3,4,5,6,7B

Rm. 1) 18x20 Obs. Rm. Seats 10
Rm. 2) 17x19 Obs. Rm. Seats 20
Rm. 3) 15x18 Obs. Rm. Seats 15

(See advertisement on p. 87)



Your CHICAGO Area Focus Group Center

Excellent Location

Just minutes from O'Hare International Airport.

Our location provides convenient access from middle and upper income suburbs plus Northwest Chicago.

State-of-the-Art Focus Group Center

Three large conference rooms.

Spacious viewing rooms with wall-to-wall, one-way mirrors.

Two client lounges.

Private client entrance.

Professional quality video and audio equipment.

Flexible areas for large displays.

Available with or without recruiting.

Test Kitchen

Fully-equipped test kitchen with freezer storage.

Direct observation of the kitchen through one-way mirror.

Our People

Experienced staff of in-house recruiters.

Highly qualified moderators available.

O'HARE IN FOCUS

a division of Irwin Broh & Associates, Inc.

1011 East Touhy Avenue • Des Plaines, Illinois 60018
(708) 299-6636 • FAX (708) 824-3259

CODES

- | | |
|--------------------------------|-----------------------------|
| 1. Conference Style Room | 7C. Free Standing Building |
| 2. Living Room Style | 7D. Other |
| 3. Observation Room | 8. 1-on-1 Room |
| 4. Test Kitchen | 9. 1-on-1 Viewing |
| 5. Test Kitchen Obs. Rm. | 10. Video conferencing |
| 6. Video Equipment Available | † denotes living room style |
| 7A. Located in Shopping Mall | ‡ denotes one-on-one room |
| 7B. Located in Office Building | |

Plaza Research

5450 N. Cumberland Ave.
Chicago, IL 60656
Ph. 312-714-9600
Fax 312-714-9604
Contact: Holli Epstein
1,2,3,4,5,6,7B,8,9
Rm. 1) 15x20 Obs. Rm. Seats 15
Rm. 2) 15x20 Obs. Rm. Seats 15
Rm. 3) 15x20 Obs. Rm. Seats 15
†Rm. 4) 20x15
(See advertisement on p. 113)

Precision Field Services
O'Hare Corporate Tower
10600 W. Higgins Rd., Ste. 100
Rosemont, IL 60018
Ph. 708-390-8666
Fax 708-390-8885
Contact: Scott Adelman
1,3,4,5,6,7B,8,9
Rm. 1) 16x24 Obs. Rm. Seats 18
Rm. 2) 17x17 Obs. Rm. Seats 18
Rm. 3) 23x24 Obs. Rm. Seats 10
Rm. 4) 8x10 Obs. Rm. Seats 5

Quality Controlled Services

2000 Spring Rd., Ste. 100
Oak Brook, IL 60521
Ph. 600-322-2376
Fax 708-990-8188
Contact: Therese Duenas
1,3,4,6,7B,8,9
Rm. 1) 17x18 Obs. Rm. Seats 12
Rm. 2) 17x18 Obs. Rm. Seats 12
Rm. 3) 12x10 Obs. Rm. Seats 6
(See advertisement on p. 53)

Quick Test, Inc.

429 Hawthorn Center
Vernon Hills, IL 60061
Ph. 708-367-0036
Fax 708-367-4863
Contact: Marlene Benjamin
1,3,4,6,7A
Rm. 1) 13x15 Obs. Rm. Seats 8
(See advertisement on p. 89)

Research House
6901 N. Lincoln Ave.
Lincolnwood, IL 60646-2605
Ph. 708-677-4747
Fax 708-677-7990
Contact: Darlene Priell
1,3,4,6,7C,8
Rm. 1) 16x20 Obs. Rm. Seats 14
Rm. 2) 21x20 Obs. Rm. Seats 14
Rm. 3) 10x10

Bernadette Schleis & Associates, Inc.
1740 Ridge Ave., Ste. 201
Evanston, IL 60201-3616
Ph. 708-869-5999
Fax 708-869-6644
Contact: Bernadette Schleis
1,3,4,6,7B,8
Rm. 1) 17x20 Obs. Rm. Seats 10

Smith Research

1181-B Lake Cook Rd.
Deerfield, IL 60015
Ph. 708-948-0440
Fax 708-948-8350
Contact: Kevin Smith
1,2,3,4,6,7B,10
Rm. 1) 18x16 Obs. Rm. Seats 15
Rm. 2) 16x15 Obs. Rm. Seats 14
Rm. 3) 15x14 Obs. Rm. Seats 12
(See advertisement on p. 31)

Smith Research

150 E. Huron, Ste. 720
Chicago, IL 60611
Ph. 708-948-0440
Fax 708-948-8350
Contact: Kevin Smith
1,2,3,4,6,7B,10
Rm. 1) 24x19 Obs. Rm. Seats 18
Rm. 2) 16x18 Obs. Rm. Seats 14
Rm. 3) 15x12 Obs. Rm. Seats 10
Rm. 4) 16x10 Obs. Rm. Seats 12
(See advertisement on p. 31)

Strictly Medical Market Research

Edens Office Plaza
4801 W. Peterson Ave., Ste. 608
Chicago, IL 60646
Ph. 312-202-3500
Fax 312-202-3511
Contact: Harry Balaban
1,3,4,6,7B,8,9
Rm. 1) 18x14 Obs. Rm. Seats 14
(See advertisement on p. 54)

Survey Center, Inc.

455 E., Illinois
Chicago, IL 60611
Ph. 312-321-8100
Fax 312-321-8110
Contact: Susan Stanacek
1,2,3,4,5,6,7D,8,9
Rm. 1) 22x16 Obs. Rm. Seats 10
Rm. 2) 22x16 Obs. Rm. Seats 10
Rm. 3) 30x17 Obs. Rm. Seats 20
Rm. 4) 40x17 Obs. Rm. Seats 20

TAI-Chicago, Inc.

Two Prudential Plaza, Ste. 4450
Chicago, IL 60601-6710
Ph. 312-565-4343
Fax 312-565-4450
Contact: Maggie Brown
1,3,4,6,7B
Rm. 1) 18x20 Obs. Rm. Seats 15
Rm. 2) 20x20 Obs. Rm. Seats 25
Rm. 3) 19x18 Obs. Rm. Seats 15

Time N Talent, Inc.

Edens Office Plaza
4801 W. Peterson Ave., Ste. 608
Chicago, IL 60646
Ph. 312-202-3500
Fax 312-202-3511
Contact: Harry Balaban
1,3,4,6,7B,8,9
Rm. 1) 18x14 Obs. Rm. Seats 14
(See advertisement on p. 88)

PEORIA

Scotti Research, Inc.
1118 N. Sheridan Rd.
Peoria, IL 61606
Ph. 309-673-6194
Fax 309-673-5942
1,3,4,5,6,7C,8,9
Rm. 1) 20x30 Obs. Rm. Seats 14

**It takes Time N Talent...
to get the job done right!**



You know the value of time and talent in your business — so do we.

For over 25 years our clients have benefitted from consistent personalized quality service. Our Commitment: To get the facts to you accurately, efficiently and timely in areas such as:

- Consumer, Business and Medical interviews
- One-On-One qualitative interviewing
- In-house computerized data base recruiting
- National Wats Studies
- Kids Count Too — our specialized childrens' division

When scheduling your next project, contact Time N Talent first.

Visit our new, spacious focus group facility at:

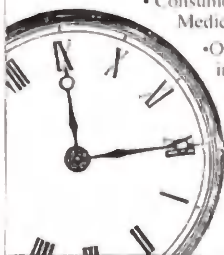
Edens Office Plaza
4801 W. Peterson Ave.
Suite 608
Chicago, Illinois 60646
312-202-3500
FAX 312-202-3511

Scottsdale Place,
5725 N. Scottsdale Road,
Suite C-105
Scottsdale, Arizona 85250
602-423-0200
FAX 602-423-1548

Carbondale, Illinois
Route 1, Box 158 AA
Carterville, Illinois 62918,
618-985-2666.

Member: American Marketing Association
Marketing Research Association

Time N Talent, Inc.



Quick Test enhances qualitative research.



National Qualitative Sales Coordinator, Sandy Lewis, 800-759-9967.

Quick Test, America's most sophisticated data collection company known for our expertise in quantitative research, also provides the same expertise in qualitative research. We offer first class, personalized service, reliable recruiting through our computerized data base and competitive pricing.

For the quality, service and cost effectiveness your next project deserves, phone us.

Freestanding locations:

- Boston, MA (617) 326-0865
- Boston, MA (508) 620-5490
- New York, NY (914) 937-0220
- Atlanta, GA (404) 843-3807
- Norfolk, VA (804) 523-2505
- Van Nuys, CA (818) 995-1400
- Irvine, CA (714) 261-8800

In-mall locations:

- Philadelphia, PA (215) 322-0400
- Raleigh, NC (919) 489-3104
- Houston, TX (713) 988-8988
- Denver, CO (303) 937-0144
- Nashville, TN (615) 731-0900
- Vernon Hills, IL (708) 367-0036
- Phoenix, AZ (602) 985-2866

QUICK TEST

EQUIFAX
The
Information
Source

CODES

1. Conference Style Room	7C. Free Standing Building
2. Living Room Style	7D. Other
3. Observation Room	8. 1-on-1 Room
4. Test Kitchen	9. 1-on-1 Viewing
5. Test Kitchen Obsv. Rm.	10. Video conferencing
6. Video Equipment Available	† denotes living room style
7A. Located in Shopping Mall	‡ denotes one-on-one room
7B. Located in Office Building	

INDIANA**EVANSVILLE**

Gore Research, Inc.
800 Green River Rd., #428
Evansville, IN 47715
Ph. 812-473-7112
Contact: Cathy Raider
1,3,4,6,7A

Product Acceptance & Research (PAR)
1510 W. Franklin St.
Evansville, IN 47710
Ph. 812-425-3533
Fax 812-421-6806
1,3,4,6,7B
Rm. 1) 19x15

Product Acceptance & Research (PAR)
1139 Washington Square Mall
Evansville, IN 47715
Ph. 812-473-5116
Fax 812-421-6806
1,3,4,6,7A
Rm. 1) 15x18
Rm. 2) 13x18

FORTWAYNE

Dennis Research Services, Inc.
3502 Stellhorn Rd.
Ft. Wayne, IN 46815
Ph. 800-837-2442
Fax 219-485-1476
Contact: Pat Slater
1,3,4,6,7B

INDIANAPOLIS

DataSource
8004 Castleway Dr.
Indianapolis, IN 46250
Ph. 317-577-0500
Fax 317-57-5438
Contact: Barb Miller
1,2,3,6,7C,8,9
Rm. 1) 17x21 Obs. Rm. Seats 12
Rm. 2) 12x14 Obs. Rm. Seats 10

Herron Associates, Inc.
710 Executive Park Dr.
Greenwood IN 46143
Ph. 317-882-3800
Fax 317-882-4716
Contact: Sue Nielsen
1,3,4,6,7B

Herron Associates, Inc.
Washington Square Mall
Indianapolis, IN 46229
Ph. 317-882-3800
Fax 317-882-4716
Contact: Sue Nielsen
1,3,4,6,7A

Indianapolis Research Company
3037 S. Meridian St.
Indianapolis, IN 46217
Ph. 317-788-0861
Contact: Judy Young
1,3,4,6,7B

Strategic Marketing & Research
303 N. Alabama, #210
Indianapolis, IN 46204
Ph. 317-262-4680 or 800-424-6270
Fax 317-262-4513
Contact: Susan Wood
1,3,6,7B

SOUTH BEND

Market Strategies, Inc.
108 N. Main St., #311
South Bend, IN 46530
Ph. 219-233-3453
Fax 219-287-1165
1,3,4,6,7B
Rm. 1) 15x17 Obs. Rm. Seats 6
Rm. 2) 20x50

Midwest Marketing Research
214 S. Indiana St.
Goshen, IN 46526
Ph. 219-533-0548
Fax 219-533-0540
Contact: Clifford Ahonen
1,3,6,7C,8,9
Rm. 1) 20x30 Obs. Rm. Seats 12
Rm. 2) 25x30 Obs. Rm. Seats 12

IOWA**CEDAR RAPIDS/
WATERLOO**

Frank N. Magid Associates
One Research Center
Marion, IA 52302
Ph. 319-377-7345
Contact: Jane Cook
1,3,6,7B
Rm. 1) 15x15 Obs. Rm. Seats 6
Rm. 2) 19x52 Obs. Rm. Seats 0

DAVENPORT

Personal Marketing & Research, Inc.
322 Brady St.
Davenport, IA 52801
Ph. 319-322-1960
Fax 319-322-1370
Contact: Patricia E. Duffy
1,3,6,7C

DES MOINES

T.L. Grantham & Associates
100 E. Euclid
Des Moines, IA 50313
Ph. 515-288-7156
Fax 515-288-0661
Contact: Vada Grantham
1,3,4,6,7A,8,9
Rm. 1) 12x18 Obs. Rm. Seats 6
Rm. 2) 17x20

Iowa Field Research
2302 S.W. 3rd Ave.
Ankeny, IA 50021
Ph. 515-964-1379
Fax 515-965-8270
Contact: Paula Hinkel
1,3,4,6,7B,8
Rm. 1) 14x20 Obs. Rm. Seats 12

Mid-Iowa Interviewing
1551-35th St., #157A
West Des Moines, IA 50265
Ph. 515-225-6232
Fax 515-225-1184
Contact: Debbie Gudehus
1,3,4,6,7A,8,9
Rm. 1) 14x16

Personal Marketing & Research, Inc.
200 Merle Hay Mall
3800 Merle Hay Rd.
Des Moines, IA 50310
Ph. 515-270-1703
Fax 515-270-9070
Contact: Mary Vortherms
1,3,6,7A

Pirro Research
5835 Grand Ave.
Des Moines, IA 50312
Ph. 515-255-3244
Fax 515-255-1764
Contact: Ellen Pirro
1,3,6,7B,8,9
Rm. 1) 14x21 Obs. Rm. Seats 8

KANSAS**KANSAS CITY
(See Kansas City, MO)****TOPEKA**

Central Research & Consulting, Inc.
900 Bank IV Tower
Topeka, KS 66603
Ph. 913-233-8948
Fax 913-233-8956
Contact: Phil Lange
1,3,6,7B
Rm. 1) 15x15 Obs. Rm. Seats 10

WICHITA

Data Net-Wichita
7700 E. Kellogg, #231
Wichita, KS 67207
Ph. 316-682-6655
Fax 316-682-6664
Contact: Clyde K. Nitta
1,3,4,6,7A
Rm. 1) 14x21 Obs. Rm. Seats 10

Marketing Support Services, Inc.
200 N. Broadway, #220
Wichita, KS 67202
Ph. 316-263-3949
Fax 316-292-3274
Contact: Kenneth F. Smith
1,3,7B

Midwest Research Services
1613 Brendonwood
Derby, KS 67203
Ph. 316-264-1485
Fax 316-264-1812
Contact: Ruth Ann Staton
1,3,4,6,7A,8
Rm. 1) 11x14 Obs. Rm. Seats 12

Name Services Unlimited
1786 S. Seneca, #6
Wichita, KS 67213
Ph. 316-264-3670
Contact: Linda McFadden
1,3,6,7B

The Research Center
825 E. Douglas
P.O. Box 820
Wichita, KS 67201-0820
Ph. 316-288-6532
Fax 316-268-6609
Contact: Marna Young
1,3,6,7B
Rm. 1) 16x20 Obs. Rm. Seats 8

The Research Partnership, Inc./
Wichita Marketing Research
224 N. Ohio
Wichita, KS 67214
Ph. 316-263-6433
Fax 316-263-0885
Contact: Esther Headley
1,3,7C
Rm. 1) 14x19 Obs. Rm. Seats 8

U.S. Research Corp.
Town West Square, Store 804
Wichita, KS 67209
Ph. 316-943-1153
1,3,4,6,7A

KENTUCKY

LEXINGTON

Lexington Opinion Research
131 Prosperous Place, Ste. 19B
Lexington, KY 40509
Ph. 606-263-4999
Fax 606-263-2838
Contact: Lori A. Adkins
1,3,6,7B
Rm. 1) 12x17 Obs. Rm. Seats 8

The Matrix Group, Inc.
501 Darby Creek Rd., #25
Lexington, KY 40509
Ph. 606-263-8177
Fax 606-263-1223
Contact: Martha L. DeReamer
1,3,6,7B
Rm. 1) 13x17
Rm. 2) 14x19

LOUISVILLE

Davis Research Services, Inc.
4100 Cadillac Ct.
Louisville, KY 40213
Ph. 502-456-4344
Fax 502-456-4445
Contact: Leslie Poore
1,3,4,6,7A,8

Fangman Research, Inc.
1941 Bishop Lane, #806
Louisville, KY 40218
Ph. 502-456-5300
Fax 502-456-2404
Contact: Allen Fangman
1,3,4,6,7B,8,9
Rm. 1) 12x20 Obs. Rm. Seats 6

Internet Research Services,
Div. of Wilkerson and Associates
3339 Taylorsville Rd.
Louisville, KY 40205
Ph. 502-459-3133
Fax 502-459-8392
Contact: Tom Wilkerson
1,3,4,5,6,7C

Personal Opinion, Inc.
999 Breckenridge Ln.
Louisville, KY 40207
Ph. 502-899-2400
Contact: Linda Schulz
1,2,3,4,6,7C,8,9 (31,25,21)
Rm. 1) 19x24 Obs. Rm. Seats 30
Rm. 2) 17x20 Obs. Rm. Seats 25
Rm. 3) 20x21 Obs. Rm. Seats 21
1Rm. 4) 19x24 Obs. Rm. Seats 30

Southern Research Services, Inc.
1930 Bishop Lane, #918
Louisville, KY 40218
Ph. 502-454-0771
Contact: Sharron Hermanson
1,3,4,6,7B,8
Rm. 1) 24x24 Obs. Rm. Seats 16
(See advertisement on p. 91)

Southern Surveys, Inc.
1519 Gagel Ave.
Louisville, KY 40216
Ph. 502-367-7199
Contact: Doris Kaberle
1,3,4,6,7B

LOUISIANA

BATON ROUGE

Gulf State Research Center
Bon Marche Mall
7361 Florida Blvd.
Baton Rouge, LA 70806
Ph. 800-848-2555
Fax 504-925-9990
Contact: Robert H. Landsberger
1,3,4,6,7A
Rm. 1) 14x16 Obs. Rm. Seats 8

JKB and Associates
2223 Quail Run Dr., C-2
Baton Rouge, LA 70808
Ph. 504-766-4065
Fax 504-766-9597
Contact: Joan Berg
1,3,4,6,7B
Rm. 1) 14x14 Obs. Rm. Seats 8

SRS FOR EXCELLENCE IN QUALITATIVE SERVICES

- Tiered client viewing room (24 feet x 14 feet)
- Private client office attached
- One way mirror (15 feet x 5 feet) with writing shelf
- Expertise in random recruitment
- Experienced moderator on staff

SOUTHERN RESEARCH SERVICES
1930 Bishop Ln. • Louisville, KY 40218 • Phone: (502) 454-0771

CODES

- | | |
|--------------------------------|-----------------------------|
| 1. Conference Style Room | 7C. Free Standing Building |
| 2. Living Room Style | 7D. Other |
| 3. Observation Room | 8. 1-on-1 Room |
| 4. Test Kitchen | 9. 1-on-1 Viewing |
| 5. Test Kitchen Obsv. Rm. | 10. Video conferencing |
| 6. Video Equipment Available | † denotes living room style |
| 7A. Located in Shopping Mall | ‡ denotes one-on-one room |
| 7B. Located in Office Building | |

NEWORLEANS

Analytical Studies, Inc.

708 Rosa Ave.

Metairie, LA 70005

Ph. 504-835-3508

Contact: Myrtle Grosskopf

1,3,6,7B

Rm. 1) 16x16

Obs. Rm. Seats 10

Data Collection Research Co.

1683 N. Claiborne Ave.

New Orleans, LA 70116

Ph. 504-947-7075

1,3,6,7B,8

Rm. 1) 16x24

Friedman Marketing/New Orleans

Belle Promenade Mall

1701 Barataria Blvd., Ste. 666

Marrero, LA 70072

Ph. 504-340-0972 or 914-698-9591

Fax 504-341-4264

1,3,4,6,7A,8

Rm. 16x18

Obs. Rm. Seats 10

Gulf States Research Center

4426 Veterans Memorial Blvd

Metairie, LA 70006

Ph. 800-845-GULF (4853)

Fax 504-454-2461

Contact: Tim Villar

1,3,4,6,7A

Rm. 1) 19x13

Obs. Rm. Seats 10

Rm. 2) 18x15

Obs. Rm. Seats 10

Heakin Research, Inc.

Esplanade Mall

1401 W. Esplanade, Ste. 118

Kenner, LA 70065

Ph. 504-464-9188

Contact: Ben Leighton

1,3,4,6,7A

HMA - New Orleans

300 Poydras St., Ste. 1710

New Orleans, LA 70130

Ph. 504-524-1311

Fax 201-227-8319

Contact: Marianne Bange

1,3,6,7B

Rm. 1) 19x13

Obs. Rm. Seats 10

Rm. 2) 17x15

Obs. Rm. Seats 10

Linden Research Services Corp.

197-36 Westbank Exp.

Gretna, LA 70053

Ph. 504-368-9825

Fax 504-368-9866

Contact: Marty Olson

1,3,4,6,7A,8,9

Rm. 1) 16x20

Obs. Rm. Seats 14

Rm. 2) 8x12

Obs. Rm. Seats 5

Linden Research Services Corp.

3301 Veterans Blvd.

Metairie, LA 70002

Ph. 504-368-9825

Fax 504-368-9866

Contact: Marty Olson

1,3,4,6,7A

Rm. 1) 16x20

Obs. Rm. Seats 18

N G L Research Services, Inc.

4300 S. I-10 Service Rd., Ste. 115

Metairie, LA 70001

Ph. 504-456-9025

Fax 504-456-9072

Contact: Lena Webre

1,3,4,6,7B

New Orleans Field Services Associates

257 Bonabel Blvd.

Metairie, LA 70005-3738

Ph. 504-833-0641

Fax 504-834-2005

Contact: Andrea Gereighy

1,3,6,7C,8,9

Southern Spectrum Research, Inc.

1600 Canal St., Ste. 400

New Orleans, LA 70112

Ph. 504-539-9222

Fax 504-539-9228

Contact: Linda DeCuir

1,3,4,6,7B,8,9

Rm. 1) 17x19

Obs. Rm. Seats 20

Rm. 2) 14x11

Obs. Rm. Seats 8

MAINE

PORTLAND

Consumer Research of Maine

5 1/2 Moulton St.

Portland, ME 04101

Ph. 207-773-3849

Fax 207-774-0808

Contact: Susan W. Jordan

1,2,3,4,6,7D,8,9

Market Research Unlimited, Inc.

40 Atlantic Place

S. Portland, ME 04106

Ph. 207-775-7249

Fax 207-775-5223

Contact: Fran Mavodones

1,3,4,5,6,7B

Strategic Marketing Services

148 Middle St.

Portland, ME 04101

Ph. 207-774-6738

Fax 207-772-4842

Contact: Nancy Drapeau

1,3,4,6,7C,8,9

Rm. 1) 15x25

Obs. Rm. Seats 8

Rm. 2) 16x18

MARYLAND

BALTIMORE

A-H Interviewing

3610 Milford Mill Rd.

Baltimore, MD 21207

Ph. 410-922-9186

Contact: Alma Honkofsky

1,3,4,6,7B

Assistance In Marketing/Baltimore

6901 Security Blvd.

Baltimore, MD 21207

Ph. 410-597-9904

Fax 410-597-9908

Contact: Shelly Isaacs

1,3,4,6,7A,8,9

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Research Project



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FAMILY RESEARCH
GROUP



Downtown Baltimore's
Premier Focus Group Facility

Consumer • B to B • Medical
• Focus Groups • IDI's • Moderating

410-332-0400

Assistance In Marketing/Baltimore
1410 N. Crain Hwy., Ste. 9B
Glen Burnie, MD 21061
Ph. 410-760-0052
Fax 410-760-6744
Contact: Debbie Michocki
1,3,4,6,7B,8,9

Assistance In Marketing/Baltimore
101 E. Chesapeake Ave.
Towson, MD 21204
PH. 410-337-5000
Fax 410-337-5089
Contact: Carl Isemann
1,3,4,6,7C,8,9
Rm. 1) 20x28 Obs. Rm. Seats 15
Rm. 2) 16x20 Obs. Rm. Seats 15
Rm. 3) 16x20 Obs. Rm. Seats 15

Assistance In Marketing/Baltimore
6400 Rossville Blvd.
Baltimore, MD 21237
Ph. 410-391-7750
Fax 410-391-7850
Contact: Sue Roberts
1,3,4,6,7A,8,9

Baltimore Research Agency
8320 Bellona Ave., Ste. 40
Baltimore, MD 21204
Ph. 410-484-2177
Fax 410-484-0252
1,3,6,7B,8,9
Rm. 1) 14x22 Obs. Rm. Seats 12
Rm. 2) 14x11 Obs. Rm. Seats 6

Bay Area Research
9936 Liberty Rd.
Randallstown, MD 21133
Ph. 410-922-6600
Fax 410-922-6675
Contact: Tamara Zwingelberg
1,3,4,6,7D,8,9

Chesapeake Surveys
4 Park Center Court, Ste. 100
Owings Mills, MD 21117
Ph. 410-356-3566
Fax 410-581-6700
Contact: Elizabeth S. Beirne
1,3,4,6,7B,8,9
Rm. 1) 16x18 Obs. Rm. Seats 9
Rm. 2) 16x18 Obs. Rm. Seats 9
Rm. 3) 16x20 Obs. Rm. Seats 9
(See advertisement on p. 93)

Consumer Pulse of Baltimore
1232 Race Rd.
Baltimore, MD 21237
Ph. 410-687-3400
Fax 410-687-7015
Contact: Alice Matheny
1,3,4,5,6,7A
Rm. 1) 20x30 Obs. Rm. Seats 20

**FOCUS
ON
BOSTON**

"Prepare To Be Pampered"

**Professionally designed focus
group facilities in downtown
Boston next to the Boston Harbor
Hotel on Rows Wharf.**

**Two Large Viewing and
Conference Areas**

- Financial • Professional
- Health Care • Technical

**Paul L. Bolden
Managing Partner**

**Terri-Lyn Hawley
Director of Account Services**

**30 Rows Wharf
Boston, MA 02110
Phone (617) 338-9636
Fax (617) 338-9236**

Circle No. 208 on Reader Card

BALTIMORE. A FRESH MARKET FOR YOUR NEXT FOCUS GROUP.

People come to Baltimore to sample the city's world-famous seafood.

But you can sample more than seafood in Baltimore. You can tap into the city's fresh and rich demographic diversity in your next focus group. Chesapeake Surveys can help. Here's some of what we have to offer:

- Centralized location - Baltimore is close to Washington D.C., New Jersey, Philadelphia and New York.
- Executive, Medical & Consumer recruiting which also includes the 2% incidence projects.
- Accurate and proper recruiting done in-house. Computerized database of more than 4,000 households and growing all the time.
- All specs are met to your qualifications and re-screened prior to the group.

- Telephone interviewing is completely supervised at all times.
- 25 line phone center complete with on & off premise telephone monitoring capabilities.
- 45 full & part time trained interviewers using the MRA Video taped training program.
- Executive & extensive medical indepth interviewing with 30,000 doctors & complete hospital database on computer.
- Convention interviewing, in-store interviewing, store audits and mystery shopping.

For more information on your next focus group or telephone survey, call Elizabeth Beirne (410) 356-3566.



Chesapeake Surveys • 4 Park Center Court • Suite 100 • Owings Mills, MD 21117 • (410) 356-3566

Focus Group Research:

- in English
- same moderator
- multiple countries

Multiple Countries:

- Belgium
- Germany
- Luxembourg
- Netherlands
- Scandinavia
- United Kingdom
- United States

Multiple Subjects:

- Business to business
- Telecommunications
- Healthcare
- Medical instrumentation
- International finance
- Computers

Multiple Purposes:

- Product development
- Service satisfaction
- Communication check

Multiple Moderators:

- Jim Heiman
- Linda Lynch
- Jack Reynolds

One point of contact:

First Market Research
Begin with us.

1-800-FIRST-1-1

1-800-FIRST-TX



**First
Market
Research**

121 Beach Street, Boston, MA 02111
(617) 482-9080
2301 Hancack Drive, Austin, TX 75756
(512) 451-4000

CODES

1. Conference Style Room	7C. Free Standing Building
2. Living Room Style	7D. Other
3. Observation Room	8. 1-on-1 Room
4. Test Kitchen	9. 1-on-1 Viewing
5. Test Kitchen Obsv. Rm.	10. Video conferencing
6. Video Equipment Available	† denotes living room style
7A. Located in Shopping Mall	‡ denotes one-on-one room
7B. Located in Office Building	

The Family Research Group

575 S. Charles St., Ste. 505
Baltimore, MD 21201
Ph. 410-332-0400
Fax 410-332-0403
Contact: Barbara Gassaway
1,3,4,6,7B,8,9
Rm. 1) 14x19 Obs. Rm. Seats 10
Rm. 2) 10x9 Obs. Rm. Seats 5
(See advertisement on p. 92)

Heakin Research, Inc.
7839 Eastpoint Mall, Ste. 3
Baltimore, MD 21224
Ph. 410-282-3133
Fax 410-282-5782
Contact: Lorraine Church
1,3,4,6,7A

House Market Research, Inc.
1829 Reisterstown Rd., Ste. 200
Baltimore, MD 21208
Ph. 410-602-2800
Fax 410-602-2806
Contact: Karen House Sapp
1,3,6,7B
Rm. 1) 26x22 Obs. Rm. Seats 26
Rm. 2) 24x22 Obs. Rm. Seats 15
Rm. 3) 24x20 Obs. Rm. Seats 12

Maryland Marketing Source, Inc.
817 Maiden Choice Ln., #150
Baltimore, MD 21228
Ph. 410-247-3276
Fax 410-536-1858
Contact: Barbara Bridge
1,3,6,7B
Rm. 1) 12x18 Obs. Rm. Seats 12

MASSACHUSETTS

BOSTON

Bennett Research Services, Inc.
230 Western Ave., Ste. 201
Boston, MA 02134
Ph. 617-254-1314
Fax 617-254-1857
Contact: Stacey Black/Trish Herman
1,3,4,5,6,7B,8
Rm. 1) 18x14 Obs. Rm. Seats 20
Rm. 2) 18x13 Obs. Rm. Seats 10
Rm. 3) 18x20 Obs. Rm. Seats 20
Rm. 4) 19x15 Obs. Rm. Seats 20
(See advertisement on p. 95)

Boston Field and Focus
4 Faneuil Hall Marketplace
Boston, MA 02109
Ph. 508-720-1870
Fax 508-879-7108
Contact: Shirley Shames
1,2,3,4,6,7B
Rm. 1) 12x27 Obs. Rm. Seats 25
Rm. 2) 12x27 Obs. Rm. Seats 25

Dorr & Sheff, Inc.
190 N. Main St.
Natick, MA 01760
Ph. 508-650-1292
Fax 508-650-4722
Contact: Garry Sheff
1,3,4,6,7B,8,9
Rm. 1) 20x21 Obs. Rm. Seats 15
Rm. 2) 19x15 Obs. Rm. Seats 12

Fieldwork Boston-Downtown, Inc.
The Prudential Tower/Prudential Center
Boston, MA 02199
Ph. 617-899-3660
Fax 617-893-5574
Contact: Vincent Stolo
1,3,4,6,7B,10
Rm. 1) 17x15 Obs. Rm. Seats 24
Rm. 2) 17x16 Obs. Rm. Seats 20
Rm. 3) 20x17 Obs. Rm. Seats 20
(See advertisement on p. 2, 31)

Fieldwork Boston-Waltham, Inc.
800 South St.
Waltham, MA 02154
Ph. 617-899-3660
Fax 617-893-5574
Contact: Vincent Stolo
1,3,4,6,7B,8,9,10
Rm. 1) 17x16 Obs. Rm. Seats 18
Rm. 2) 19x17 Obs. Rm. Seats 12
Rm. 3) 19x19 Obs. Rm. Seats 15
(See advertisement on p. 2)

First Market Research Corp.
121 Beach St.
Boston, MA 02111
Ph. 617-482-9080 or 800-347-7811
Fax 617-482-4017
Contact: Jodi Gerber or Jack Reynolds
1,3,6,7B
Rm. 1) 9x15 Obs. Rm. Seats 12
(See advertisement on p. 94)

Focus On Boston
Qualitative Research Center
400 Atlantic Ave.
Boston, MA 02110
Ph. 617-338-9636
Fax 617-338-9236
Contact: Terri-Lyn Hawley or
Karen Perrier
1,3,4,6,7B,8
Rm. 1) 19x20 Obs. Rm. Seats 14
Rm. 2) 13x19 Obs. Rm. Seats 10
(See advertisement on p. 93)

National Field & Focus, Inc.
190 N. Main St.
Natick, MA 01760
Ph. 508-655-1926
Contact: Brenda Chartoff
1,3,4,6,7B
National Qualitative Centers
545 Boylston St.
Boston, MA 02116
Ph. 617-424-8800/800-335-1222
Fax 617-262-2156
Contact: Christine Riley
1,3,4,5,6,7B

Panel Opinions, Inc.
155 Middlesex Turnpike
Burlington, MA 01803
Ph. 617-229-6226
Fax 617-273-5380
Contact: Lois Toko
1,3,4,5,6,7B,8,9
Rm. 1) 20x23 Obs. Rm. Seats 15
Rm. 2) 16x18 Obs. Rm. Seats 12
Rm. 3) 13x18 Obs. Rm. Seats 12
Rm. 4) 12x12 Obs. Rm. Seats 6

Pathfinder Research Group
179 Great Rd.
Boxborough, MA 01720
Ph. 508-263-0400
Fax 508-264-4065
Contact: James F. Shur
1,3,4,6,7B

Performance Plus, Inc.
111 Speen St., Ste. 105
Framingham, MA 01701
Ph. 508-872-1287
Fax 508-879-7108
Contact: Shirley Shames
1,2,3,4,6,7B,8,9
Rm. 1) 15x20 Obs. Rm. Seats 25
Rm. 2) 15x20 Obs. Rm. Seats 25
Rm. 3) 10x10 Obs. Rm. Seats 12
(See advertisement on p. 14)

PROJECTIONS INC. Marketing Rsch & Counsel
47 Marlboro St.
P.O. Box 585
Keene, MA 03431
Ph. 603-352-9500
Fax 603-357-0000
Contact: Michael Kenyon
1,3,4,6,7B
Rm. 1) 18x13 Obs. Rm. Seats 4

Qualitative Focus
Div. of Research Data, Inc.
624 Worcester Rd.
Framingham, MA 01701
Ph. 508-875-1300
Fax 508-872-2001
1,3,4,6,7B

Quick Test, Inc.
Dedham Mall
300 VFW Pkwy., Route 1
Dedham, MA 02026
Ph. 617-326-0865
Fax 617-320-0049
Contact: Dolly Rooney
1,3,4,5,6,7B
Rm. 1) 13x15 Obs. Rm. Seats 8
(See advertisement on p. 89)

Quick Test, Inc.
Hamilton Plaza
680 Worcester Rd.
Framingham, MA 01701
Ph. 508-620-5490
Fax 508-620-0919
Contact: Chris Rigopoulos
1,3,4,6,7B
Rm. 1) 13x15 Obs. Rm. Seats 8
(See advertisement on p. 89)

YESTERDAY & TODAY

ARE YOUR MARKETING STRATEGIES STILL RELYING ON YESTERDAY'S TECHNOLOGY?

Modern information management can now provide insightful marketers with a huge competitive edge. Bennett Research has twenty years experience collecting market data. Our skilled professionals and proven services utilize the latest technology to provide our clients the information they need.

From telephone interviewing, to database management, to focus groups, project management and mall intercepts, Bennett has the tools you'll need to meet your integrated marketing goals..

Let us establish an interactive link between you and your customers.

For more information, call Andrew Hayes at 800-254-1314, or 617-254-1314 ext. 333.

Bennett



Research

CODES

- | | |
|--------------------------------|-----------------------------|
| 1. Conference Style Room | 7C. Free Standing Building |
| 2. Living Room Style | 7D. Other |
| 3. Observation Room | 8. 1-on-1 Room |
| 4. Test Kitchen | 9. 1-on-1 Viewing |
| 5. Test Kitchen Obsv. Rm. | 10. Video conferencing |
| 6. Video Equipment Available | † denotes living room style |
| 7A. Located in Shopping Mall | ‡ denotes one-on-one room |
| 7B. Located in Office Building | |

Survey and Research Service, Inc.
2400 Massachusetts Ave.
Cambridge, MA 02140
Ph. 617-864-7794
Fax 617-661-8425
Contact: Agnes Piandes
1,3,4,6,7B

SPRINGFIELD/HOLYOKE**Quality Controlled Services**

Holyoke Mall at Ingleside
50 Holyoke Rd.
Holyoke, MA 01040
Ph. 413-533-6180
Fax 413-532-6855
Contact: Ivy Ward
4,6,7A,8,9 (7)
(See advertisement on p. 53)

Trends of Springfield
Performance Plus, Inc.
591 Memorial Dr.
Chicopee, MA 01020
Ph. 508-872-1287
Fax 508-879-7108
Contact: Shirley Shames
1,3,4,6,7A
Rm. 1) 15x15 Obs. Rm. Seats 12

MICHIGAN**BATTLE CREEK**

Midwest Marketing Research
660 Country Club Dr.
Battle Creek, MI 49015
Ph. 616-963-6529
Fax 219-533-0540
Contact: Frank August
1,3,6,7B,8,9

DETROIT

Amrigon
2750 S. Woodward
Bloomfield Hills, MI 48304
Ph. 810-332-2300
Contact: Richard Smith
1,3,6,7B

Consumer Pulse of Detroit
725 S. Adams, Ste. 265
Birmingham, MI 48009
Ph. 313-540-5330
Fax 313-645-5685
Contact: Leslie Fontaine
1,3,4,5,6,7A
Rm. 1) 15x15 Obs. Rm. Seats 12
Rm. 2) 30x10 Obs. Rm. Seats 16

Crimmins-Forman Market Research
26237 Southfield Rd.
Lathrup Village, MI 48076
Ph. 810-569-7095
Fax 810-569-2211
Contact: Paula Crimmins
1,2,3,4,5,6,7C
Rm. 1) 20x20 Obs. Rm. Seats 10

Crimmins-Forman Market Research
29755 Plymouth Rd., #150
Livonia, MI 48150
Ph. 313-427-5360
Fax 313-427-5250
Contact: Lois Forman
1,3,4,5,6,7A
Rm. 1) 12x15 Obs. Rm. Seats 5

Crimmins-Forman Market Research
29955 Southfield Rd.
Southfield, MI 48076
Ph. 810-569-7095
Fax 810-569-8927
Contact: Paula Crimmins
1,2,3,4,6,7C,8,9
Rm. 1) 27x24 Obs. Rm. Seats 15
Rm. 2) 16x15
Rm. 3) 15x15 Obs. Rm. Seats 8

Friedman Marketing/Detroit
Oakland Mall
350B W 14 Mile Rd.
Troy, MI 48083
Ph. 810-589-0950 or 914-698-9591
Fax 810-589-0271
1,3,4,6,7A,8,9
Rm. 1) 20x40 Obs. Rm. Seats 14

Friedman Marketing/Detroit
French-Town Square Mall
2121 N. Monroe St., Unit 105
Monroe, MI 48161
Ph. 313-241-1610 or 914-698-9591
Fax 313-241-6804
1,3,4,6,7A,8
Rm. 1) 16x16 Obs. Rm. Seats 10

Friedman Marketing of Detroit
25130 Southfield Rd., #102
Southfield, MI 48075
Ph. 810-569-0444 or 914-698-9591
Fax 810-569-2813
1,3,4,6,7B
Rm. 1) 12x15 Obs. Rm. Seats 5

General Interviewing Surveys
17117 W. Nine Mile Rd., Ste. 1020
Southfield, MI 48075
Ph. 313-559-7860
Fax 313-559-2421
Contact: Sheila Smith
1,3,4,6,7B,8
Rm. 1) 15x25 Obs. Rm. Seats 10
Rm. 2) 13x12

Heakin Research-Detroit
Eastland Mall
1800 Bernier Rd., Ste. 731
Harper Woods, MI 48225
Ph. 313-521-8811
Fax 313-521-9152
Contact: Clyde Mayberry
1,3,4,6,7A,8

Heakin Research-Detroit
Macomb Mall
32165 Gratiot, Ste. 440
Roseville, MI 48066
Ph. 810-294-3232
Contact: Janet Baker
1,3,4,6,7A

Market Opinion Research

31700 Middlebelt Rd.
Farmington Hills, MI 48334
Ph. 800-878-7223 or 810-737-5300
Fax 810-737-5326
Contact: Lisa Witherspoon
1,3,4,6,7B,8,9
Rm. 1) 10x18 Obs. Rm. Seats 6
Rm. 2) 18x22 Obs. Rm. Seats 14
Rm. 3) 20x28 Obs. Rm. Seats 20
Rm. 4) 28x38 Obs. Rm. Seats 14
Rm. 5) 8x11
(See advertisement on p. 97)

M.O.R.-PACE, Inc.

31700 Middlebelt Rd.
Farmington Hills, MI 48334
Ph. 800-878-7223 or 810-737-5300
Fax 810-737-5326
Contact: Lisa Witherspoon
1,3,4,6,7B,8,9
Rm. 1) 10x18 Obs. Rm. Seats 6
Rm. 2) 18x22 Obs. Rm. Seats 14
Rm. 3) 20x28 Obs. Rm. Seats 20
Rm. 4) 28x38 Obs. Rm. Seats 14
Rm. 5) 8x11
(See advertisement on p. 97)

Nordhaus Research, Inc.

20300 W. 12 Mile Rd.
Southfield, MI 48076
Ph. 800-860-9996
Fax 313-827-1380
Contact: Dianne Flock
1,3,4,6,7B,8,9
Rm. 1) 15x16 Obs. Rm. Seats 20
Rm. 2) 19x24 Obs. Rm. Seats 12
(See advertisement on p. 98)

Opinion Search
21800 Melrose, Ste. 13
Southfield, MI 48075
Ph. 810-358-9922
Fax 810-358-9914
Contact: Joanne Levin
1,3,4,6,7B

Product & Consumer Evaluations, Inc.

31700 Middlebelt Rd.
Farmington Hills, MI 48334
Ph. 800-878-7223 or 810-737-5300
Fax 810-737-5326
Contact: Lisa Witherspoon
1,3,4,6,7B,8,9
Rm. 1) 10x18 Obs. Rm. Seats 6
Rm. 2) 18x22 Obs. Rm. Seats 14
Rm. 3) 20x28 Obs. Rm. Seats 20
Rm. 4) 28x38 Obs. Rm. Seats 14
Rm. 5) 8x11
(See advertisement on p. 97)

M.O.R.-PACE FOCUS GROUP STUDIOS "Best in the Midwest!"



Focus Group Studio



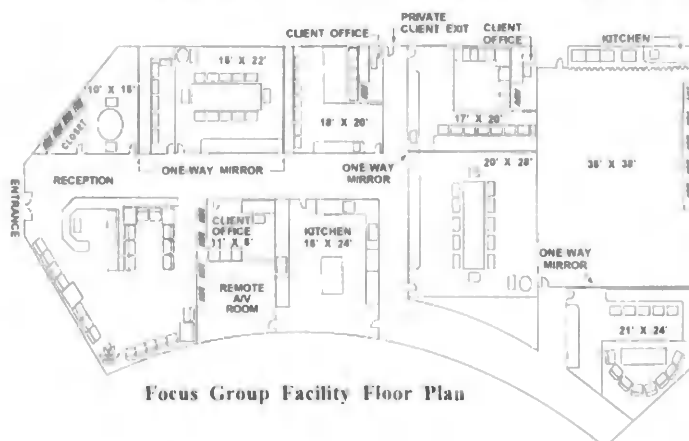
Observation Room

Focus Group Studio Amenities:

- QUALITY RECRUITING to your specifications.
- STATE-OF-THE-ART FACILITY includes three spacious group studios and two one-on-one interviewing rooms.
- SPACIOUS VIEWING ROOMS combine tiered seating and writing tables with living room comfort. Floor-to-ceiling observation mirrors, wet bar, refrigerator and private office. Private client exit.
- BROADCAST QUALITY VIDEO EQUIPMENT, S.M.P.T.E. time code.
- VIDEO CONFERENCING utilizing PictureTel.
- FULLY EQUIPPED TEST KITCHEN, gourmet catering.
- FULL RANGE OF SERVICES include multiple city project coordination.
- MODERATORS on staff.

In addition, M.O.R.-PACE Offers Data Collection/Data Processing:

- 190 WATS/CAT1 equipped interviewing stations
- Bilingual interviewers
- Sophisticated in-house data processing capabilities



Focus Group Facility Floor Plan

For more information contact Lisa Witherspoon at:

M.O.R.-PACE, Inc.

31700 Middlebelt Road, Farmington Hills, MI 48334 • 1-800-878-7223

CODES

- | | |
|--------------------------------|-----------------------------|
| 1. Conference Style Room | 7C. Free Standing Building |
| 2. Living Room Style | 7D. Other |
| 3. Observation Room | 8. 1-on-1 Room |
| 4. Test Kitchen | 9. 1-on-1 Viewing |
| 5. Test Kitchen Obsv. Rm | 10. Video conferencing |
| 6. Video Equipment Available | † denotes living room style |
| 7A. Located in Shopping Mall | ‡ denotes one-on-one room |
| 7B. Located in Office Building | |

Research Data Analysis

450 Enterprise Ct.
 Bloomfield Hills, MI 48302
 Ph. 810-332-5000
 Fax 810-332-4168
 Contact: Terry Reed
 1,3,6,7B
 Rm. 1) 20x21 Obs. Rm. Seats 20

Research-One, Inc.
 21711 W. Ten Mile Rd.
 Southfield, MI 48075
 Ph. 810-358-4055
 Fax 810-358-2762
 Contact: Gordon Kane
 1,3,6,7B
 Rm. 1) 11x18 Obs. Rm. Seats 12

Yee/Minard and Associates
 27300 W. 11 Mile Rd., Ste. 500
 Southfield, MI 48034
 Ph. 810-352-3300
 Fax 810-352-3787
 Contact: David Sokolowski
 1,3,6,7B,8,9
 Rm. 1) 16x20 Obs. Rm. Seats 20
 Rm. 2) 18x18 Obs. Rm. Seats 10

GRAND RAPIDS

Breakthru Surveys, Inc.
 535 Greenwood SE
 Grand Rapids, MI 49506
 Ph. 616-451-9219
 Fax 616-451-3833
 Contact: Pamela Schichtel
 1,3,6,7B
 Rm. 1) 12x21 Obs. Rm. Seats 6

Datatrack, Inc.
 2401 Camelot Dr. S.E.
 Grand Rapids, MI 49546
 Ph. 616-954-0303
 Fax 616-954-0001
 Contact: Kevin Scheppman
 1,2,3,4,6,7B
 Rm. 1) 16x19 Obs. Rm. Seats 14
 Rm. 3) 16x19

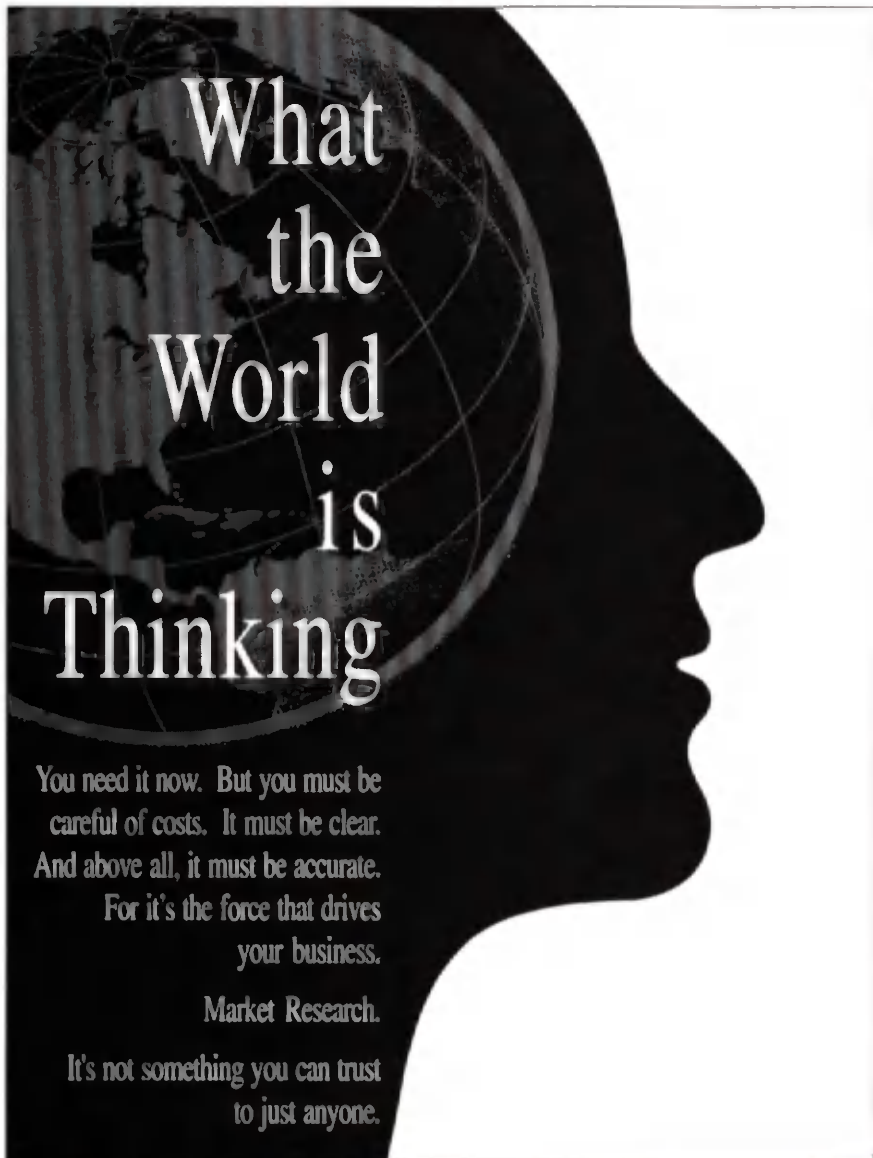
Datatrack, Inc.
 Eastbrook Mall
 Grand Rapids, MI 49508
 Ph. 616-954-0303
 Fax 616-954-0001
 Contact: Kevin Scheppman
 1,2,3,4,6,7A
 Rm. 1) 9x16 Obs. Rm. Seats 6

Nordhaus Research, Inc.
 2449 Camelot Court
 Grand Rapids, MI 49546
 Ph. 616-942-9700
 Fax 616-942-9189
 Contact: Margaret Heyburn
 1,3,6,7B
 Rm. 1) 16x17 Obs. Rm. Seats 12
 (See advertisement on p. 98)

Western Michigan Research, Inc.
 6143 1/2 28th St. SE
 Grand Rapids, MI 49546
 Ph. 616-949-8724
 Fax 616-949-8511
 Contact: Nancy Vanderveer
 1,2,3,6,7B
 Rm. 1) 24x23 Obs. Rm. Seats 6
 Rm. 2) 18x32 Obs. Rm. Seats 15

KALAMAZOO

Haworth College of Business
 Western Michigan University
 Kalamazoo, MI 49008-3801
 Ph. 616-387-5066
 Contact: Doralee DeRyke
 1,3,6,7C



Nordhaus Research Inc.

Southfield Office

20300 W. Twelve Mile Rd. • Suite 102
 Southfield, MI 48076
 Tel: 313 • 827 • 2400 / Fax: 313 • 827 • 1380

Chicago Office

2300 N. Barrington Road • Suite 400
 Hoffman Estates, IL 60195
 Tel: 708 • 490 • 5363 / Fax: 708 • 884 • 2878

Grand Rapids Office

2449 Camelot Court
 Grand Rapids, MI 49546
 Tel: 616 • 942 • 9700 / Fax: 616 • 942 • 1325

Atlanta Office

3405 Piedmont Road, N.E. • Suite 175
 Atlanta, GA 30305
 Tel: 800 • 860 • 9996 / Fax: 404 • 848 • 8199

LANSING

Capitol Research Services
401 S. Washington Sq., 2nd fl.
Lansing, MI 48933
Ph. 517-484-5440
Fax 517-484-9840

Contact: Rachelle Souser
1,3,6,7B
Rm. 1) 18x20 Obs. Rm. Seats 14

Pace Creative, Inc.
2417 N. Cedar St.
Holt, MI 48842
Ph. 517-694-9711
Fax 517-694-7910
Contact: Mike Holaday
1,3,6,7C,8,9
Rm. 1) 13x11 Obs. Rm. Seats 9

MINNESOTA

MINNEAPOLIS/ST. PAUL

A and I of Minnesota
1248 Eden Prairie Center
Eden Prairie, MN 55344
Ph. 612-941-0825
Contact: Lois Finseth
1,3,4,6,7A
Rm. 1) 22x18 Obs. Rm. Seats 10

Comprehensive Research Group, Inc.
2900 Rice St., Ste. 290
St. Paul, MN 55113
Ph. 612-481-6937
Fax 612-481-0020
1,2,3,4,5,6,7A,8,9
Rm. 1) 21x22 Obs. Rm. Seats 15
Rm. 2) 15x13 Obs. Rm. Seats 10
Rm. 3) 9x14 Obs. Rm. Seats 6
†Rm. 4) 18x22 Obs. Rm. Seats 20

Cook Research & Consulting, Inc.
6600 France Ave. S., Ste. 214
Minneapolis, MN 55435
Ph. 612-920-6251
Fax 612-920-1230
Contact: Harold Cook
1,3,4,5,6,7B
Rm. 1) 17x18 Obs. Rm. Seats 15

Bette Dickinson Research, Inc.
3900 36th Ave. N.
Minneapolis, MN 55422
Ph. 612-521-7635
Contact: Bette Dickinson
1,3,4,6,7C

Focus Market Research, Inc.
801 W. 106th St., Ste. 201
Bloomington, MN 55420
Ph. 612-881-3635
Fax 612-881-1880
Contact: Judy Opstad
1,2,3,4,5,6,7B
Rm. 1) 24x15 Obs. Rm. Seats 14
Rm. 2) 21x12 Obs. Rm. Seats 10
Rm. 3) 19x15 Obs. Rm. Seats 14
Rm. 4) 15x15 Obs. Rm. Seats 14
(See advertisement on p. 99)

Focus Market Research, Inc.
4956 Lincoln Dr.
Edina, MN 55436
Ph. 612-933-0449
Contact: Judy Opstad
1,2,3,4,5,6,7B
(See advertisement on p. 99)

N.K. Friedrichs & Associates
2500 Centre Village
431 S. 7th St.
Minneapolis, MN 55415
Ph. 612-333-5400
Fax 612-344-1408
Contact: Betty Hill
1,3,4,6,7B,8
Rm. 1) 16x21 Obs. Rm. Seats 20

Heakin Research, Inc.
Knollwood Mall
8332 Hwy. 7
St. Louis Park, MN 55426
Ph. 612-936-0940
Contact: Bruce Bale
1,3,4,6,7A

Heakin Research, Inc.
Mall of America
300 E. Broadway
Bloomington, MN 55425
Ph. 612-854-3535
Fax 612-854-4375
Contact: Elena Johnson
1,3,4,6,7A

FOCUS in the Minneapolis/St. Paul Market

When your projects include the Minneapolis/St. Paul market, turn to FOCUS. We will provide you and your client with respondents screened in strict accordance to your specifications, within your deadline. Established in 1972, FOCUS is an experienced field service agency with reliable and conscientious staff. Our clients are our best source of new business . . . so please feel free to ask us for references.

- Focus Group Facilities
- Recruitment
- Test Kitchens with one way mirrors
- Central Phone — WATS
- Mall Intercept
- Executive & medical
- All phases of consumer interviewing
- Vehicle Clinics

For Your Special Qualitative Needs Two Locations

Each location has two focus rooms and a test kitchen. The four large and accommodating conference rooms have ample space for display and demonstration. The client viewing rooms are spacious and seat 12 in comfort. Test kitchens are fully equipped and provide excellent viewing. All rooms offer:

- Large 5 × 10 double paned one way mirrors
- Professionally installed sound systems
- Client guest offices with private phones
- Separate entrances for clients
- Video jacks with taping available
- Security lock up in all areas
- Appetizing meals and snacks
- Minutes from the airport and better hotels

Our goal is to make you and your clients comfortable at our facility. We believe that a combination of quality control standards, spacious working conditions and a friendly, hospitable staff will provide you with the working atmosphere you deserve.

Contact Judy Opstad at

FOCUS Market Research, Inc.

801 West 106th Street
Bloomington, MN 55420

4956 Lincoln Drive
Edina, MN 55436

CODES

1. Conference Style Room	7C. Free Standing Building
2. Living Room Style	7D. Other
3. Observation Room	8. 1-on-1 Room
4. Test Kitchen	9. 1-on-1 Viewing
5. Test Kitchen Obsv. Rm.	10. Video conferencing
6. Video Equipment Available	† denotes living room style
7A. Located in Shopping Mall	‡ denotes one-on-one room
7B. Located in Office Building	

Ideas To Go, Inc.
One Main St. S.E., Ste. 504
Minneapolis, MN 55414
Ph. 612-331-1570
Fax 612-331-1602
Contact: Virginia Morse

1,2,3,6,7B
Rm. 1) 24x20 Obs. Rm. Seats 10
Rm. 2) 22x18 Obs. Rm. Seats 10

Minnesota Opinion Research
Three Paramount Plaza
7831 Glenroy Rd., Ste. 100
Bloomington, MN 55439
Ph. 612-835-3050
Fax 612-835-3385
Contact: Kristin McGrath
1,3,6,7B

C.J. Olson Market Research, Inc.
708 S. 3rd St., Ste. 105 E.
Minneapolis, MN 55415
Ph. 612-339-0085
Fax 612-339-1788
Contact: Carolyn J. Olson
1,3,6,7B
Rm. 1) 15x22 Obs. Rm. Seats 10

Orman Guidance Research, Inc.

715 Southgate Office Plaza
5001 W. 80th St.
Minneapolis, MN 55437
Ph. 612-831-4911
Fax 612-831-4913
Contact: Allan Orman

1,2,3,4,5,6,7B,10
Rm. 1) 17x16 Obs. Rm. Seats 18
Rm. 2) 17x16 Obs. Rm. Seats 18
Rm. 3) 17x16 Obs. Rm. Seats 18
†Rm. 4) 17x16

(See advertisement on p. 100)

Project Research, Inc.
10000 State Hwy. 55
Plymouth, MN 55441
Ph. 612-542-9442
Fax 612-542-9240
Contact: Laura Anhalt
1,3,4,5,6,7B,8,9
Rm. 1) 15x26
Rm. 2) 12x14

Quality Controlled Services

2051 Killebrew Dr.
Bloomington, MN 55416
Ph. 800-526-5718
Fax 612-858-1580
Contact: Janya Walsh
1,3,4,6,7B
Rm. 1) 19x21 Obs. Rm. Seats 15
Rm. 2) 21x17 Obs. Rm. Seats 12
(See advertisement on p. 53)

Research Systems
1809 S. Plymouth Rd., Ste. 325
Minnetonka, MN 55305
Ph. 612-544-6334
Fax 612-544-6764
Contact: Bill Whitney
1,2,3,4,5,6,7B,8,9
Rm. 1) 14x21 Obs. Rm. Seats 10
†Rm. 2) 10x14 Obs. Rm. Seats 5

Rockwood Research
1751 W. County Rd. B
St. Paul, MN 55113
Ph. 612-631-1977
Fax 612-631-8198
Contact: Karen Schmidt
1,3,6,7B
Rm. 1) 12x24 Obs. Rm. Seats 9

Twin City Interviewing Service, Inc.
3225 Hennepin Ave. S.
Minneapolis, MN 55408
Ph. 612-823-6214
Fax 612-823-6215
Contact: Beth Fischer
1,2,3,4,6,7C

FocusVision Network Member
Equipped for Video Transmission

Minneapolis/St. Paul

ORMAN GUIDANCE RESEARCH®

INCORPORATED

FOCUS GROUP FACILITY
Viewing rooms seat 18

FULL SERVICE RENTAL

Convenient to airport, hotels
and Mall of America

Meticulous on-site recruiting

Taste test expertise
Kitchen and testing booths

Let Us Send You Our Brochure

Rosemary Sundin, Vice President
Allan D. Orman, Ph.D., President

715 Southgate Office Plaza
Minneapolis, Minnesota 55437
800-605-7313 or 612-831-4911
Fax 612-831-4913

Our Credo

*Competent staff dedicated to the provision of quality research services.
An outstanding facility designed for professional marketing researchers.
An understanding of and concern for fulfillment of your requirements.*

Winona MRB, Inc.
8200 Humboldt Ave. S.
Minneapolis, MN 55431
Ph. 612-881-5400
Fax 612-881-0763
1,3,6,7B

ST. CLOUD

Meyer Associates
14 N. 7th Ave.
St. Cloud, MN 56303
Ph. 612-259-4000
Fax 612-259-4044
Contact: Murdoch Johnson
1,3,6,7B,8
Rm. 1) 10x22 Obs. Rm. Seats 5

MISSISSIPPI

JACKSON

Focus One of Jackson
850 E. River Place. Ste. 304
Jackson, MS 39202
Ph. 601-829-1231
Fax 601-829-1958
Contact: Linda Harmon
1,2,3,6,7B

Friedman Marketing/Jackson
1275 Metro Center Mall
Jackson, MS 39209
Ph. 601-352-9340 or 914-698-9591
Fax 601-355-3530
1,3,4,6,7A,8,9
Rm. 1) 10x12 Obs. Rm. Seats 6

MISSOURI

JEFFERSON CITY

Klein Market Test, Inc.
226 E. Dunklin
Jefferson City, MO 65101
Ph. 314-635-9600
Fax 913-338-3039
Contact: Ann Klein
1,3,6,7B

KANSAS CITY

Decision Insight
2600 Grand Ave.
Kansas City, MO 64108-4620
Ph. 816-221-0445
Contact: Betsy Stewart
1,3,4,6,7B
Rm. 1) 14x17 Obs. Rm. Seats 10

The Field House, Inc.
7220 W. 98th Terrace
Overland Park, KS 66212
Ph. 913-341-4245
Fax 913-341-1462
Contact: Tina Benz
1,2,3,4,5,6,7C,8,9,10
Rm. 1) 16x20 Obs. Rm. Seats 12
Rm. 2) 16x20 Obs. Rm. Seats 12
Rm. 3) 19x21 Obs. Rm. Seats 18
(See advertisement on p. 3)

Flaspohler-Rose Market Research, Inc.
4330 Shawnee Mission Pkwy., #222
Shawnee Mission, KS 66205
Ph. 913-384-1337
Fax 913-831-0671
Contact: Susan Donovan
1,3,6,7B
Rm. 1) 20x25 Obs. Rm. Seats 15

Heakin Research, Inc.
Bannister Mall
Kansas City, MO 64119
Ph. 816-767-8300
Contact: Pat Stoeckman
1,3,4,6,7A

Heakin Research, Inc.
Blue Ridge Mall
4200 Blue Ridge Blvd.
Kansas City, MO 64133
Ph. 816-737-1130
Contact: Debbie Culver
1,3,4,6,7A

Heakin Research, Inc.
116 Independence Center
Independence, MO 64057
Ph. 816-795-0706
Contact: Eloise Mills
1,3,4,5,7A

Market Directions
911 Main St., Ste. 300
Kansas City, MO 64105
Ph. 816-842-0020
Fax 816-472-5177
Contact: Annie Heck
1,3,6,7B
Rm. 1) 18x20 Obs. Rm. Seats 10

Market Research Institute, Inc.
7315 Frontage Rd., Ste. 200
Merriam, KS 66204
Ph. 913-236-6060
Fax 913-236-6094
Contact: Donald Weston
1,2,3,4,6,7B
Rm. 1) 20x20 Obs. Rm. Seats 10
Rm. 2) 20x20 Obs. Rm. Seats 10
Rm. 3) 20x16 Obs. Rm. Seats 10

Quality Controlled Services

Corporate Woods Office Park
10875 Grandview St., Ste. 2230
Overland Park, KS 66210
Ph. 800-525-1952
Fax 913-345-2070
Contact: Shirley Musgrave
1,3,4,5,6,7B
Rm. 1) 20x25 Obs. Rm. Seats 20
Rm. 2) 16x19 Obs. Rm. Seats 15
Rm. 3) 16x14 Obs. Rm. Seats 5
(See advertisement on p. 53)

Quality Controlled Services

8600 Ward Pkwy.
Kansas City, MO 64114
Ph. 800-628-3428
Fax 816-361-3580
Contact: Iva Schlatter
1,3,4,6,7A,10
Rm. 1) 18x19 Obs. Rm. Seats 18
Rm. 2) 12x19 Obs. Rm. Seats 8
Rm. 3) 12x14 Obs. Rm. Seats 6
(See advertisement on p. 53)

ACG RESEARCH SOLUTIONS

Chromalloy Plaza
Suite 1750
120 South Central
St. Louis, Missouri
63105

PHONE: (314) 726-3403
FAX: (314) 726-2503

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Let us put that experience to work for you.

Customer Satisfaction and Customer Loyalty Studies

Quantitative data collection utilizing computer-aided phone interviews

Focus group facility in St. Louis with FREE videotaping

Experienced focus group moderators and one-on-one executive interviewers.

National mystery shopping network

Multivariate analyses, including conjoint analysis and perceptual mapping

CODES

- | | |
|--------------------------------|-----------------------------|
| 1. Conference Style Room | 7C. Free Standing Building |
| 2. Living Room Style | 7D. Other |
| 3. Observation Room | 8. 1-on-1 Room |
| 4. Test Kitchen | 9. 1-on-1 Viewing |
| 5. Test Kitchen Obsv. Rm. | 10. Video conferencing |
| 6. Video Equipment Available | † denotes living room style |
| 7A. Located in Shopping Mall | ‡ denotes one-on-one room |
| 7B. Located in Office Building | |

ST. LOUIS

ACG Research Solutions

120 S. Central, Ste. 1750
 St. Louis, MO 63105
 Ph. 314-726-3403
 Fax 314-726-2503
 Contact: Vicki Savala
 1,2,3,6,7B
 Rm. 1) 19x17
 †Rm. 2) 19x9
 (See advertisement on p. 101)

Consumer Opinion
 10795 Watson Rd.
 St. Louis, MO 63127
 Ph. 314-965-0053
 Fax 314-965-8042
 Contact: Carol McGill
 1,3,4,6,7B,8,9

Consumer Opinion
 1720 Mid Rivers Mall
 St. Louis, MO 63376
 Ph. 314-397-8473
 Fax 314-965-8042
 Contact: Carol McGill
 1,3,4,6,7A

Consumer Opinion Council Research Ctr.
 222 S. Meramec Ave., #301
 St. Louis, MO 63105
 Ph. 314-863-3780 or 800-467-5959
 Fax 314-863-2880
 Contact: Subra Iyer
 1,2,3,4,6,7B,8,9
 Rm. 1) 14x19 Obs. Rm. Seats 10

Fact Finders
 11960 Westline Industrial Dr., Ste. 105
 St. Louis, MO 63146
 Ph. 314-469-7373
 Fax 314-469-0758
 Contact: Sandra Christie
 1,3,6,7B
 Rm. 1) 15x20

Lucas Market Research
 13250 New Halls Ferry Rd.
 Florissant, MO 63033
 Ph. 314-838-0696
 Fax 314-838-1996
 Contact: Mary Lucas
 1,3,4,5,6,7C

Marketeam Associates
 1807 Park 270 Dr., Ste. 300
 St. Louis, MO 63146
 Ph. 314-878-7667
 Fax 314-878-7616
 Contact: Liz Wagner
 1,3,4,6,7B
 Rm. 1) 13x20
 Rm. 2) 12x18

Marketing Horizons, Inc.
 1001 Craig Rd., Ste. 100
 St. Louis, MO 63146
 Ph. 314-432-1957
 Fax 314-432-7014
 Contact: Stephanie Feeney
 1,3,4,6,7B,8
 Rm. 1) 18x12 Obs. Rm. Seats 10
 (See advertisement on p. 102)

Peters Marketing Research, Inc.
 12400 Olive Blvd., Ste. 225
 St. Louis, MO 63141
 Ph. 314-469-9022
 Fax 314-469-7436
 Contact: Tina Peters-Price
 1,3,4,6,7B
 Rm. 1) 12x22 Obs. Rm. Seats 14
 Rm. 2) 17x18 Obs. Rm. Seats 18

Quality Controlled Services

1655 Des Peres Rd.
 Des Peres, MO 63131
 Ph. 800-992-2139
 Fax 314-822-4294
 Contact: Yvonne Filla
 1,3,4,6,7B,10
 Rm. 1) 17x21 Obs. Rm. Seats 12
 Rm. 2) 18x20 Obs. Rm. Seats 12
 Rm. 3) 10x11 Obs. Rm. Seats 4
 (See advertisement on pp. 31, 53)

Superior Surveys of St. Louis

10795 Watson Rd.
 St. Louis, MO 63127
 Ph. 800-325-4982
 Fax 314-965-8042
 Contact: Trish Dunn
 1,3,4,6,7B,8,9,10
 (See advertisement on p. 14)

Superior Surveys of St. Louis

1720 Mid Rivers Mall
 St. Louis, MO 63376
 Ph. 314-397-8463
 Fax 314-965-8042
 Contact: Trish Dunn
 1,3,4,6,7A,10
 (See advertisement on p. 14)

U. S. Research Corp.
 338 Jamestown Mall
 Florissant, MO 63034
 Ph. 314-741-0284
 Contact: Pat Moser
 1,3,4,6,7A

Westgate Research, Inc.
 650 Office Pkwy.
 Creve Coeur, MO 63141
 Ph. 314-567-3333
 Contact: Germaine Eley
 1,3,6,7B

SPRINGFIELD

Bryles Survey Service
 227 Battlefield Mall
 Springfield, MO 65804
 Ph. 708-532-6800
 Fax 708-532-1880
 Contact: Bob Bryles
 1,3,4,6,7A,8,9
 Rm. 1) 13x15 Obs. Rm. Seats 8

MONTANA

GREAT FALLS

Intermountain SIR
 619-2nd Ave. S.
 Great Falls, MT 59405
 Ph. 406-727-7050
 Fax 406-727-7847
 Contact: Jan Reagor
 1,3,6,7B

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- ◆ Exceeding Client Expectations Is Our Service Commitment
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 St. Louis, Missouri**

1001 Craig Road, Suite 100, 63146

(314) 432-1957

Convenient To Airport, Hotels, And Restaurants

NEBRASKA

LINCOLN

Coy Interviewing Services, Inc.
380 Bruce Dr.
Lincoln, NE 68510
Ph. 402-488-3753
Contact: Edna Coy
1,3,6,7A

OMAHA

Midwest Survey & Mktg.
8922 Cuming
Omaha, NE 68114
Ph. 402-392-0755
Fax 402-392-1068
Contact: Dick Worick
1,3,4,6,7C,8,9
Rm. 1) 12x14 Obs. Rm. Seats 10

Three Cedars Research Services

533 N. 86th St.
Omaha, NE 68114
Ph. 402-393-6729
Fax 402-280-1399
Contact: John Lee
1,3,4,6,7C,8,9
Rm. 1) 20x28 Obs. Rm. Seats 10
(See advertisement on p. 103)

Wiese Research Associates
10707 Pacific St., Ste. 202
Omaha, NE 68114
Ph. 402-391-7734
Fax 402-391-0331
Contact: Cathy Morrissey
1,3,6,7B
Rm. 1) 26x14 Obs. Rm. Seats 7

NEVADA

LAS VEGAS

Consumer Research Center
1370 E. Flamingo., Ste. J
Las Vegas, NV 89119
Ph. 702-737-3272
Fax 702-737-1023
1,3,4,5,6,7A,8(4),9(15,8)
Rm. 1) 20x22 Obs. Rm. Seats 15

Las Vegas Surveys
1516 S. Eastern
Las Vegas, NV 89104
Ph. 702-598-0400
Fax 702-598-0883
Contact: Carlos Kelley
1,3,4,6,7C,8,9

RENO

Sierra Market Research
63 Keystone Ave., #302
Reno, NV 89503
Ph. 702-786-6556
Fax 702-786-6844
Contact: Carl Bergemann
1,3,6,7B

Omaha's Premier Focus Group Facility With Full Service Capability

(Now Two Locations)

- Executive meeting space (20' X 28') with fully mirrored wall, connecting observation room, respondent reception/holding area and private office
- New downtown facility also
- Full kitchen and catering
- Respondent recruitment and experienced moderators
- Dual audio and dual video recording and transcription
- Desktop publishing and computerized slide production
- Courtesy transportation to and from the airport (15 minutes), drive-up entrance and lighted parking area
- Fine hotels and restaurants just minutes away

Three Cedars is located on two acres of wooded hills in the heart of Omaha. Architects designed the facility expressly to emphasize the importance of form and function, and to nurture creativity and communication. Call on the experienced professionals at Three Cedars. We can provide you with the expertise needed to organize and stage effective focus groups.

Call or write for a free video.



533 N. 86th Street
Omaha, Nebraska 68114-3505

1200 Landmark Center, Suite 1500
Omaha, Nebraska 68102

(402) 393-6729 FAX (402) 280-1399

CODES

- | | |
|--------------------------------|-----------------------------|
| 1. Conference Style Room | 7C. Free Standing Building |
| 2. Living Room Style | 7D. Other |
| 3. Observation Room | 8. 1-on-1 Room |
| 4. Test Kitchen | 9. 1-on-1 Viewing |
| 6. Test Kitchen Obsv. Rm. | 10. Video conferencing |
| 6. Video Equipment Available | † denotes living room style |
| 7A. Located in Shopping Mall | ‡ denotes one-on-one room |
| 7B. Located in Office Building | |

NEW HAMPSHIRE

MANCHESTER

American Research Group, Inc.
814 Elm St.
Manchester, NH 03101
Ph. 603-624-4081
Fax 603-627-1746
Contact: Dick Bennett
1,3,6,7B,8
Rm. 1) 11x16 Obs. Rm. Seats 6

Granite State Mktg. Research, Inc.
Tower Hill Professional Park
182 Rockingham Rd.
Londonderry, NH 03053
Ph. 603-434-9141
Fax 603-434-4176
Contact: Dorothy Bacon
1,3,4,6,7C,8,9
Rm. 1) 12x18 Obs. Rm. Seats 8

New England Interviewing, Inc.
124 S. River Rd.
Bedford, NH 03110
Ph. 603-641-1222
Fax 603-666-5920
Contact: Stella McDaniel
1,3,4,6,7B,8,9
Rm. 1) 26x16
Rm. 2) 12x14

New England Interviewing, Inc.
5 Coliseum Ave.
Nashua, NH 03063
Ph. 603-889-8222
Fax 603-883-1119
Contact: Joan Greene
1,3,4,6,7B,8

NEW JERSEY

(Also See New York City and Philadelphia)

PRINCETON

Research 100
29 Emmons Dr.
Princeton, NJ 08540
Ph. 609-924-6100
Fax 609-452-0138
Contact: Harriet Mack
1,3,4,6,7B
Rm. 1) 12x22 Obs. Rm. Seats 12

Response Analysis
377 Wall St.
Princeton, NJ 08540
Ph. 609-921-3333
Fax 609-921-2611
Contact: Cathy Consoli
1,3,6,7B

NEW MEXICO

ALBUQUERQUE

Business Information Group
7800 Marble N.E., Ste. 6
Albuquerque, NM 87110
Ph. 505-265-4760
Fax 505-265-5062
Contact: James Larson, Ph.D.
1,3,6,7B
Rm. 1) 12x17 Obs. Rm. Seats 6

Sandia Marketing Services, Inc.
2201 San Pedro N.E., Bldg. 1, #230
Albuquerque, NM 87110
Ph. 800-950-4148
Fax 505-883-4776
Contact: Lana Scutt
1,2,3,4,5,6,7A,8,9

NEW YORK

ALBANY

Albany Field Research Center
7 Hudson St.
Kinderhook, NY 12106
Ph. 518-758-8400
Fax 518-758-6451
Contact: Frank Falkenhainer
1,3,6,7C
Rm. 1) 12x20 Obs. Rm. Seats 6

J.L. Whalen Markette Research
521 Dwaaskill Park Prof. Bldg.
Clifton Park, NY 12065
Ph. 518-383-1661
Fax 518-371-0791
Contact: Joyce Whalen
1,3,6,7B

BUFFALO

Buffalo Survey & Research, Inc.
1249 Eggert Rd.
Buffalo, NY 14226
Ph. 716-833-6639
Fax 716-834-0372
Contact: Jeanette Levin
1,3,4,6,7C

Ruth Diamond Market Research
770 Alberta Dr.
Buffalo, NY 14226
Ph. 716-836-1110
Fax 716-836-1114
Contact: Harvey Podolsky
1,3,4,6,7A,8,9

Goldhaber Research Associates
One NFA Park
Amherst, NY 14228
Ph. 716-689-3311
Fax 716-689-3342
Contact: Richard Ludwig
1,4,6,7B

Marketing Decisions Group, Inc.
9141 Main St.
Buffalo, NY 14031
Ph. 716-634-2045
Fax 716-634-9560
Contact: Arup K. Sen
1,3,4,6,7C,8

Marion Simon Research Services
C103 Walden Galleria
Cheektowaga, NY 14225
Ph. 716-684-8025
Fax 716-684-3009
Contact: Charles Rogers
1,3,4,6,7A

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- **Theater seating 85** available
- **In-house recruiting**
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A La Carte Research, Inc.

North Shore Arrium
6800 Jericho Turnpike
Syosser, New York 11791
(516) 364-4004
Fax (516) 364-4683

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Trust your research needs to AHF and you'll never have to worry about costly errors or misleading results. That's because we don't trust anyone but ourselves to do your work. You get the tightest possible controls at every stage of every project since everything we do is done in-house. Yes, everything. From qualitative to quantitative. From design to analysis. AHF does it all in-house for worry-free results and true peace of mind.

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AHF Marketing Research, Inc.
100 Avenue of the Americas, New York, NY 10013
212-941-5555 1-800-TAKE AHF

CODES

- 1. Conference Style Room 7C. Free Standing Building
- 2. Living Room Style 7D. Other
- 3. Observation Room 8. 1-on-1 Room
- 4. Test Kitchen 9. 1-on-1 Viewing
- 5. Test Kitchen Obsv. Rm. 10. Video conferencing
- 6. Video Equipment Available † denotes living room style
- 7A. Located in Shopping Mall ‡ denotes one-on-one room
- 7B. Located in Office Building

Survey Service, Inc.
1911 Sheridan Dr.
Buffalo, NY 14223
Ph. 716-876-6450
Fax 716-876-0430
Contact: Susan Adelman
1,2,3,4,6,7C,8,9
Rm. 1) 17x18 Obs. Rm. Seats 12
Rm. 2) 17x15 Obs. Rm. Seats 6

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IN WORLD TRADE CENTER**

Downtown Focus Center, located in the heart of NYC's financial district, is the ideal setting for business-to-business market research and off-site meetings.

As the only facility of its kind in the WTC, it offers accessibility to the large concentration of up-scale business executives working in downtown NYC and NJ.

The facility is equipped with modern features including:

- 12-seat conference room
- 10-seat client room
- Full video capability
- Modems
- Slide & overhead projectors
- Professional recruiting
- Freelance moderators
- Full-service catering
- Reasonable rates



Open Monday to Thursday evenings from 6 PM on. For further information, please contact:

Marcia S. Holland
clo *The Journal of Commerce*
Two World Trade Center
27th Floor
New York, NY 10048
(212) 837-7160
FAX (212) 837-7079

Survey Service, Inc.
3701 McKinley Pkwy.
Blasdell, NY 14219
Ph. 716-876-6450
Fax 716-876-0430
Contact: Susan Adelman
1,3,4,6,7A
Rm. 1) 14x16 Obs. Rm. Seats 8

NEW YORK CITY

Accu-Trend Inc.
1045 Route 109
Lindenhurst, NY 11757
Ph. 516-957-8811
Fax 516-957-8938
Contact: Grace Goldstein
1,3,6,7C

AHF Conference Center
100 Avenue of the Americas
New York, NY 10013
Ph. 800-825-3243
Fax 212-941-7031
Contact: Mindy Rhindress
1,3,6,7B,8,9
(See advertisement on p. 105)

A La Carte Research
6800 Jericho Tpke., Ste. 113E
Syosset, NY 11791
Ph. 516-364-4004
Fax 516-364-4683
Contact: Phyllis Gorin
1,3,4,6,7B,8,9
Rm. 1) 19x20 Obs. Rm. Seats 20
Rm. 2) 17x19 Obs. Rm. Seats 16
Rm. 3) 12x9 Obs. Rm. Seats 6
(See advertisement on p. 104)

Beta Research Corp.
6400 Jericho Turnpike
Syosset, NY 11791
Ph. 516-935-3800
Fax 516-935-4092
1,3,6,7B
Rm. 1) 12x16
Rm. 2) 12x14

Bernett Research Services, Inc.
Menlo Park Mall
312 Menlo Park
Edison, NJ 08837
Ph. 908-548-2900
Fax 908-549-0026
Contact: Jill Teiler
1,3,4,6,7A,8
Rm. 1) 9x15 Obs. Rm. Seats 8
(See advertisement on p. 95)

The Conference Center of New Rochelle
3 Cottage Place
New Rochelle, NY 10801
Ph. 914-576-3800
Fax 914-576-0469
Contact: Annette Capawana
1,2,3,4,6,7B,8,9
Rm. 1) 21x16 Obs. Rm. Seats 18
Rm. 2) 21x16 Obs. Rm. Seats 14
†Rm. 3) 10x11 Obs. Rm. Seats 4

Tom Dale Market Research
160 E. 48th St.
New York, NY 10017
Ph. 212-758-9777
Fax 212-758-7520
Contact: Tom Dale
1,2,3,4,5,6,7D

Downtown Focus Center
Two World Trade Center, 27th fl.
New York, NY 10048
Ph. 212-837-7160
Fax 212-837-7079
Contact: Marcia Holland
1,3,6,7B
(See advertisement on p. 106)

Ebony Marketing Research, Inc.
2100 Bartow Ave.
Bronx, NY 10475
Ph. 718-320-3220
Fax 718-320-3996
Contact: Bruce Kirkland
1,3,4,6,7B

Erick & Lavidge, Inc.
Mack Centre II,
1 Mack Centre Dr.
Paramus, NJ 07652
Ph. 201-599-0755
Fax 201-599-9896
Contact: Tom Eiden
1,3,4,6,7B
Rm. 1) 15x18 Obs. Rm. Seats 8

Fieldwork East, Inc.
Two Executive Dr.
Fort Lee, NJ 07024
Ph. 201-585-8200
Fax 201-585-0096
Contact: Carol Tauben
1,2,3,4,5,6,7B,8,9
Rm. 1) 18x18 Obs. Rm. Seats 20
Rm. 2) 14x17 Obs. Rm. Seats 20
Rm. 3) 16x16 Obs. Rm. Seats 20
Rm. 4) 18x14 Obs. Rm. Seats 18
(See advertisement on p. 2)

Fieldwork East at Westchester, Inc.
555 Taxter Rd.
Elmsford, NY 10523
Ph. 914-347-2145
Fax 914-347-2298
Contact: Maria Garcia
1,2,3,4,5,6,7B,8,9,10
Rm. 1) 22x15 Obs. Rm. Seats 20
Rm. 2) 22x17 Obs. Rm. Seats 20
Rm. 3) 17x16 Obs. Rm. Seats 12
Rm. 4) 14x15 Obs. Rm. Seats 10
(See advertisement on p. 2)

Focus On Hudson
350 Hudson St.
New York, NY 10014
Ph. 212-727-7000
Fax 212-727-7023
Contact: Frank O'Blak
1,3,6,7B,8
Rm. 1) 27x20 Obs. Rm. Seats 15
Rm. 2) 10x10 Obs. Rm. Seats 2

Remember the first time you gave someone five? How great it felt to score the tough shot, to win the big game? And to share that excitement with an outstretched palm slapped in victory by your teammate, your coach, your parents or a friend. Well, now there's another way to give five. A way to capture that feeling of accomplishment far beyond the playgrounds, the ball fields and the gym. A feeling of accomplishment that many children in our community have searched



hours could bring. Your time will buy days, months, even years for someone else. They'll have a brighter future because your help will have gotten them through a dark or lonely period in their lives. They'll be touched by your companionship. While your efforts, your hours spent volunteering, will bring you a lifetime of fulfillment.

**Increase
Your
Giving To
5% Of Your
Income.**

It's a cold, hard reality that everything costs money. Compassion is no exception. If we don't

Now is the perfect time to invest in futures.



for, but never found. So, whatever children's cause or youth activity you're already involved in,

make a commitment to

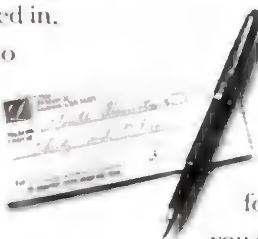
increase your giving to a level that will make a permanent and positive difference. Give Five. It will make you feel like a winner every day of your life.

**Increase The Time
You Volunteer
To 5 Hours A Week.**

Does anyone have enough time to find five hours a week for volunteer work? Many do. Short periods of time can add up to hours. And when you consider how much hope you bring spending just a few minutes with someone who needs you, imagine

what increasing your volunteering to five

meet our obligations to help now, there will be a higher price to pay later. Too many children will suffer and children without hope become adults without hope. Which is why increasing your annual giving to 5% of your income, whether given in increments or all at once, can have such a significant impact. It will buy much more than service. It will buy self respect and understanding for those who receive it. And even for those who generously gave it. Because when you put it in perspective, the most valuable things in life are not our bank accounts. It's the currency of emotions, of sharing, of helping that are worth the most.



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- + Comfort and luxury



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(212) 675-0142
79 FIFTH AVENUE
FIFTH FLOOR
NEW YORK, N.Y. 10003
(BETWEEN 15th & 16th)

Focus North
141 FIFTH AVENUE
FIFTH FLOOR
NEW YORK, N.Y. 10010
(BETWEEN 20th & 21st)

CODES

1. Conference Style Room	7C. Free Standing Building
2. Living Room Style	7D. Other
3. Observation Room	6. 1-on-1 Room
4. Test Kitchen	9. 1-on-1 Viewing
5. Test Kitchen Obsv. Rm.	10. Video conferencing
6. Video Equipment Available	† denotes living room style
7A. Located in Shopping Mall	‡ denotes one-on-one room
7B. Located in Office Building	

Focus Plus, Inc.

79 Fifth Ave.
New York, NY 10003
Ph. 212-675-0142
Fax 212-645-3171
Contact: Liz Lobrano Markham
1,2,3,4,6,7B,8,9

Rm. 1) 19x22	Obs. Rm. Seats 18
Rm. 2) 18x20	Obs. Rm. Seats 24
Rm. 3) 20x26	Obs. Rm. Seats 20
†Rm. 4) 20x16	Obs. Rm. Seats 20
†Rm. 5) 18x20	Obs. Rm. Seats 24

(See advertisement on p. 108)

Focus Plus, Inc.

141 Fifth Ave.
New York, NY 10010
Ph. 212-675-0142
Fax 212-645-3171
Contact: Liz Lobrano Markham
1,3,4,6,7B

Rm. 1) 20x16	Obs. Rm. Seats 20
--------------	-------------------

(See advertisement on p. 108)

The Focus Room-White Plains

231 Central Ave.
White Plains, NY 10606
Ph. 914-682-8404
Fax 914-428-3925
Contact: Wendy Weinstein
1,2,3,4,6,7B

Rm. 1) 14x19	Obs. Rm. Seats 25
Rm. 2) 14x19	Obs. Rm. Seats 25
Rm. 3) 14x16	Obs. Rm. Seats 15

Focus Room-New Jersey

285 Grand Ave.
5 Patriot Center
Englewood, NJ 07631
Ph. 201-569-1919
Fax 201-569-8128
Contact: Donna Weinberg
1,3,4,6,7B,8,9

Rm. 1) 17x16	Obs. Rm. Seats 24
Rm. 2) 19x15	Obs. Rm. Seats 14

Friedman Marketing/New York

Jefferson Valley Mall
650 Lee Blvd.
Yorktown Heights, NY 10598
Ph. 914-962-9400 or 914-698-9591
Fax 914-962-1067
1,3,4,6,7A,8

Rm. 1) 16x16	Obs. Rm. Seats 10
--------------	-------------------

GRA Focus Center

160 Paris Ave.
Northvale, NJ 07647
Ph. 201-767-8888
Fax 201-767-6933
Contact: Lynda Broer
1,3,6,7B

Rm. 1) 14x18	Obs. Rm. Seats 15
--------------	-------------------

Group Dynamics/Cherry Hill, Inc.

Plaza 100 @ Main St., Ste. 406
 Voorhees, NJ 08043
 Ph. 609-424-1011
 Fax 609-424-2538
 Contact: Debra Rosenthal
 1,3,4,6,7B,8,9
 Rm. 1) 16x24 Obs. Rm. Seats 22
 Rm. 2) 17x22 Obs. Rm. Seats 18
(See advertisement on p. 123)

Hygeia Marketing Associates, Inc.

1120 Bloomfield Ave.
 West Caldwell, NJ 07006
 Ph. 201-227-8239
 Fax 201-227-8319
 Contact: Phaedra Britt
 1,3,6,7B,8
 Rm. 1) 19x13 Obs. Rm. Seats 8

Ideal Field Services, Inc.

1063 Green Acres Mall
 Valley Stream, NY 11581
 Ph. 516-561-1723
 Contact: Barbara Prince
 1,3,4,6,7A

Long Island Groups In Focus Ltd

1185 Northern Blvd.
 Manhasset, NY 11030
 Ph. 516-365-8630
 Fax 516-365-4913
 Contact: Mary Garofalo
 1,2,3,4,5,6,7C

Manhattan Opinion Center

369 Lexington Ave., 2nd fl.
 New York, NY 10017
 Ph. 212-972-5553
 Fax 212-557-3085
 Contact: Lisa Ratteray
 1,3,6,7B
 Rm. 1) 20x13 Obs. Rm. Seats 14
 Rm. 2) 21x12 Obs. Rm. Seats 14
 Rm. 3) 15x14 Obs. Rm. Seats 8
(See advertisement on p. 111)

Meadowlands Consumer Center

The Plaza at the Meadows
 700 Plaza Dr., 2nd fl.
 Secaucus, NJ 07094
 Ph. 201-865-4900
 Fax 201-865-0408
 Contact: Janis Wagman
 1,2,3,4,5,6,7B
(See advertisement on p. 109)

MetroMarket Research Center

855 Valley Rd.
 Clifton, NJ 07013
 Ph. 201-470-0044
 Fax 201-470-0397
 Contact: Kathleen Rosenberg
 1,2,3,4,5,6,7B,8,9
 Rm. 1) 22x14 Obs. Rm. Seats 15
 Rm. 2) 17x17 Obs. Rm. Seats 10
 Rm. 3) 22x14 Obs. Rm. Seats 15

Mid-America Research

131 Livingston Mall
 Livingston, NJ 07039
 Ph. 201-740-1566
 Fax 201-740-0569
 Contact: Rhoda Whetstein
 1,3,4,6,7A,8,9
 Rm. 1) 17x11 Obs. Rm. Seats 10
 Rm. 2) 17x11 Obs. Rm. Seats 12

T. A. Miller Company, Inc.

1060 Clifton Ave.
 Clifton, NJ 07015
 Ph. 201-778-6011
 Fax 201-778-5975
 Contact: Thomas Miller
 1,3,4,6,7B,8,9

Murray Hill Center

205 Lexington Ave., 9th fl.
 New York, NY 10016
 Ph. 212-889-4777
 Fax 212-683-2282
 Contact: Sue Winer
 1,3,4,6,7B,10
(See advertisement on p.)

New York Conference Center, Inc.

240 Madison Ave., 5th fl.
 New York, NY 10016
 Ph. 212-682-0220
 Fax 212-682-0214
 Contact: Anne McLaughlin
 1,3,6,7B,8,9

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Meadowlands Consumer Center

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 201-865-0408 Fax

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- Mall intercepts
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- Executive/Medical In-depth interviewing
- Central location taste tests
- Telephone interviewing
- Mystery shoppers
- In-store merchandising and distribution
- Product testing
- Store audits
- Coupons and demonstrations

CALL
OR WRITE FOR
OUR
BROCHURE

Levinson Plaza, Suite 302, 2 Lincoln Hwy., Edison, NJ 08820
908-906-1122 FAX 908-906-8792

CODES

- | | |
|--------------------------------|-----------------------------|
| 1. Conference Style Room | 7C. Free Standing Building |
| 2. Living Room Style | 7D. Other |
| 3. Observation Room | 8. 1-on-1 Room |
| 4. Test Kitchen | 9. 1-on-1 Viewing |
| 5. Test Kitchen Obsv. Rm. | 10. Video conferencing |
| 6. Video Equipment Available | † denotes living room style |
| 7A. Located in Shopping Mall | ‡ denotes one-on-one room |
| 7B. Located in Office Building | |

New York Focus

12 E. 41st St.
New York, NY 10017
Ph. 212-481-3780
Fax 212-779-8623
Contact: Nancy Opoczynski

1,3,6,7B
Rm. 1) 17x20 Obs. Rm. Seats 12
Rm. 2) 16x21 Obs. Rm. Seats 10
Rm. 3) 16x20 Obs. Rm. Seats 10
Rm. 4) 15x20 Obs. Rm. Seats 10
(See advertisement on the back cover)

Northeast Data Collection

Wayne Towne Center
Wayne, NJ 07470
Ph. 203-797-0666
Fax 203-748-1735

Contact: Karen Forcade
1,3,4,6,7A
Rm. 1) 16x18 Obs. Rm. Seats 10

Partners In Research, Inc.

200 Braen Ave.
Wyckoff, NJ 07481
Ph. 201-652-6900
Fax 201-652-7060
Contact: Wanda Gorman
1,3,4,5,6,7C,8,9

Peters Marketing Research

4 Century Dr.
Parsippany, NJ 07054
Ph. 201-539-5750
Fax 201-539-3616
Contact: Toni McClard
1,3,6,7B

Plaza Research

120 Rte. 17 N.
Paramus, NJ 07652
Ph. 201-265-7500 or 800-654-8002
Fax 201-265-7269

Contact: Barbara Murphy or Jill Gottesman
1,2,3,4,5,6,7B,8,9
Rm. 1) 15x25 Obs. Rm. Seats 15
Rm. 2) 15x25 Obs. Rm. Seats 15
Rm. 3) 15x20 Obs. Rm. Seats 15
(See advertisement on p. 113)

The Product Development Workshop

195 Columbia Turnpike
Florham Park, NJ 07932
Ph. 201-765-0077
Fax 201-765-9087

Contact: Irene Bing
1,3,4,5,6,7B
Rm. 1) 18x13 Obs. Rm. Seats 15
Rm. 2) 17x14 Obs. Rm. Seats 20



Manhattan OPINION CENTER, INC.

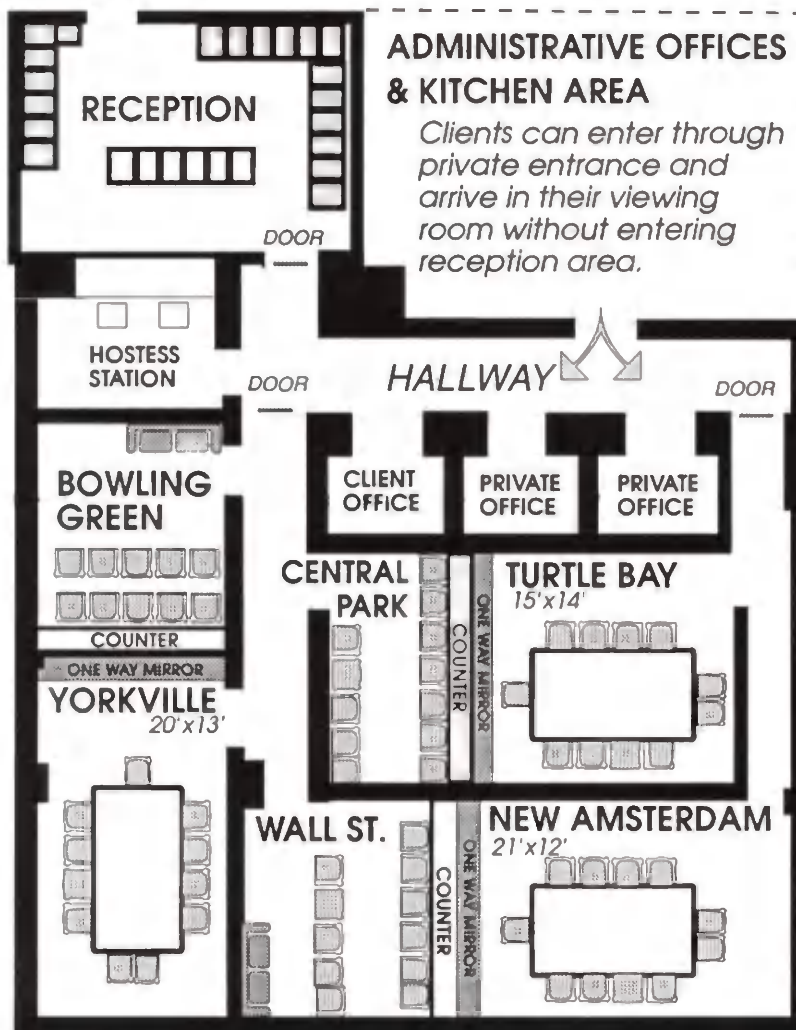
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Main Entrance *Facilities Include: 3 Conference Rooms with 3' x 9' one-way mirrors and 3 Viewing Rooms*



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CODES

- | | |
|--------------------------------|-----------------------------|
| 1. Conference Style Room | 7C. Free Standing Building |
| 2. Living Room Style | 7D. Other |
| 3. Observation Room | 8. 1-on-1 Room |
| 4. Test Kitchen | 9. 1-on-1 Viewing |
| 5. Test Kitchen Obsv. Rm. | 10. Video conferencing |
| 6. Video Equipment Available | † denotes living room style |
| 7A. Located in Shopping Mall | ‡ denotes one-on-one room |
| 7B. Located in Office Building | |

Quick Test, Inc.

11 Rye Ridge Plaza
Rye Brook, NY 10573
Ph. 914-937-0220
Fax 914-937-0561
Contact: Ruth Suhr
1,3,4,6,7B
Rm. 1) 13x15 Obs. Rm. Seats 8
(See advertisement on p. 89)

Quick Test, Inc.

855 Sunrise Mall
Massapequa, NY 11758
Ph. 516-541-5100
Fax 516-541-1099
Contact: Sina Ehrenfreund
1,3,4,6,7A
Rm. 1) 13x15 Obs. Rm. Seats 8
(See advertisement on p. 89)

RDJ Market Research

2 Kavey Place
Armonk, NY 10504
Ph. 914-273-8470
Fax 914-273-8473
Contact: Steve Genovese
1,3,4,6,7A

Recruiting Resources Unlimited

131 Beverley Rd.
Brooklyn, NY 11218
Ph. 718-435-4444
Fax 718-972-3926
Contact: Connie Livia
1,3,6,7B
Rm. 1) 16x12 Obs. Rm. Seats 5

A. Rudman & Associates, Inc.

151-17 82 St.
Howard Beach, NY 11414
Ph. 718-835-3100
Fax 718-641-6310
1,3,6,7C,8,9

Sachs Communication Group, Inc.

200 Varick St., Ste. 910
New York, NY 10014
Ph. 212-924-1600
Fax 212-924-1638
Contact: Rima Muth
1,2,3,6,7B,8,9

Seaport Surveys, Inc.

34 Cliff St.
New York, NY 10038
Ph. 212-608-3100
Fax 212-608-4966
Contact: Andrea Waller
1,3,4,6,7C
(See advertisement on p. 112)

Schlesinger Associates, Inc.

Levinson Plaza, Ste. 302
2 Lincoln Highway
Edison, NJ 08820
Ph. 908-906-1122
Fax 908-906-8792
Contact: Steven Schlesinger
1,2,3,4,6,7B,8,9
Rm. 1) 14x26
Rm. 2) 14x20
Rm. 3) 16x18
*Rm. 4) 16x10
(See advertisement on p. 110)

Audrey Schiller Market Research

3601 Hempstead Turnpike
Levittown, NY 11756
Ph. 516-731-1500
Contact: Audrey Schiller
1,3,4,6,7B

Suburban Associates

1966 Hempstead Tpk.
East Meadow, NY 11554
Ph. 516-794-3030
Fax 516-754-3519
Contact: Sherry Salus
1,3,4,6,7A,8
Rm. 1) 12x17 Obs. Rm. Seats 10

Suburban Associates

1230 Monmouth Mall
Eatontown, NJ 07724
Ph. 908-542-5554
Fax 908-389-3921
Contact: Madeline Smith
1,3,4,6,7A,8
Rm. 1) 14x17 Obs. Rm. Seats 10

Suburban Associates

517 Route 1 S.
Iselin, NJ 08830
Ph. 201-855-8900
Fax 201-855-9291
Contact: David Schreier
1,2,3,4,6,7B,9
Rm. 1) 16x20 Obs. Rm. Seats 15
Rm. 2) 14x16 Obs. Rm. Seats 12
*Rm. 3) 12x12 Obs. Rm. Seats 10

Suburban Associates

579 Franklin Turnpike
Ridgewood, NJ 07450
Ph. 201-447-5100
Fax 201-447-9536
1,2,3,4,5,6,7C,8
Rm. 1) 16x18 Obs. Rm. Seats 15
Rm. 2) 16x18 Obs. Rm. Seats 15

Survey Central, Inc.

6712 Washington Ave., #310
Cardiff, NJ 08232
Ph. 609-383-1700
Fax 609-383-1783
Contact: Jody Davis
1,3,6,7B
Rm. 1) 15x20 Obs. Rm. Seats 10

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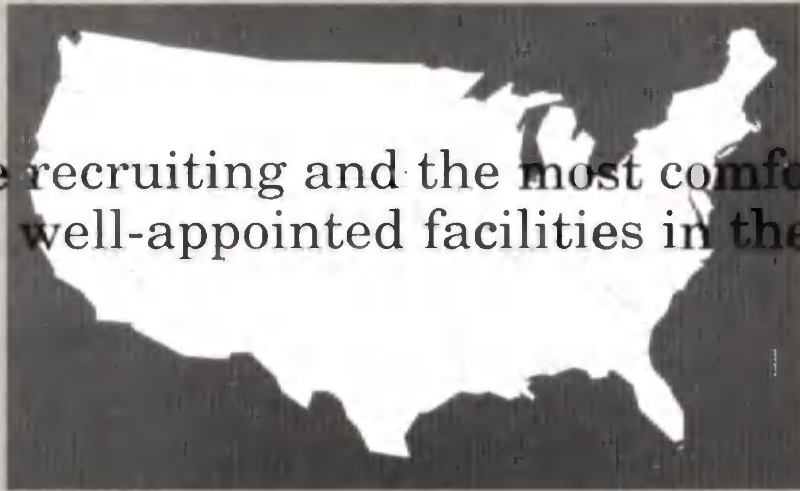
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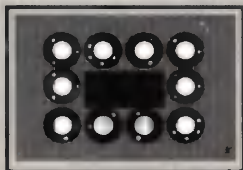
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Dallas • Denver • Atlanta • Philadelphia



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for more information on bids.

CODES

- | | |
|--------------------------------|-----------------------------|
| 1. Conference Style Room | 7C. Free Standing Building |
| 2. Living Room Style | 7D. Other |
| 3. Observation Room | 6. 1-on-1 Room |
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| 5. Test Kitchen Obsv. Rm. | 10. Video conferencing |
| 6. Video Equipment Available | † denotes living room style |
| 7A. Located in Shopping Mall | ‡ denotes one-on-one room |
| 7B. Located in Office Building | |

Technical Analysis, Inc.
20 E. Oakdene Ave.
Teaneck, NJ 07666
Ph. 201-836-1500
Fax 201-836-1959
Contact: Joan Vicenzotti/Kathy Wilson
1,2,3,4,6,7B
Rm. 1) 18x18 Obs. Rm. Seats 15
Rm. 2) 16x18 Obs. Rm. Seats 12
Rm. 3) 18x21 Obs. Rm. Seats 12

Wolf/Altschul/Callahan, Inc.
60 Madison Ave., 5th fl.
New York, NY 10010-1600
Ph. 212-725-8840
Fax 212-213-9247
1,3,6,7B,10
Rm. 1) 17x18 Obs. Rm. Seats 11
Rm. 2) 16x20 Obs. Rm. Seats 10
Rm. 3) 11x14 Obs. Rm. Seats 10
(See advertisement on p. 3)

ROCHESTER

Gordon S. Black Corp.
135 Corporate Woods
Rochester, NY 14623-1457
Ph. 716-272-8400 or 800-866-7655
Fax 716-272-8680
Contact: Beth Fredrickson
1,3,6,7B
Rm. 1) 18x30 Obs. Rm. Seats 18

BRX/Global, Inc.
169 Rue De Ville
Rochester, NY 14618
Ph. 716-442-0590
Fax 716-442-0840
Contact: Marilyn Salit
1,3,4,5,6,7B,8
Rm. 1) 13x20 Obs. Rm. Seats 15
(See advertisement on p. 114)

Car-Lene Research, Inc.
Marketplace Mall
3400 W. Henrietta Rd.
Rochester, NY 14623
Ph. 716-424-3203
Fax 716-292-0523
Contact: Anne Hossenlopp
1,3,4,5,6,7A

Marion Simon Research Services
49 Wildbriar Rd.
Rochester, NY 14623
Ph. 716-359-1510
Fax 716-334-9423
Contact: Marion Simon
1,3,4,6,7C

The Sutherland Group, Ltd.
1160-B Pittsford-Victor Rd.
Pittsford, NY 14534
Ph. 716-586-5757
Fax 716-586-5664
Contact: Julie Donohue
1,3,6,7B
Rm. 1) 20x24 Obs. Rm. Seats 15

SUFFOLK COUNTY

J & R Mall Research
800 Montauk Hwy.
Shirley, NY 11967
Ph. 516-399-0200
Fax 516-791-5033
Contact: Patricia Bryant
1,3,4,6,7A

SYRACUSE

KS&R Consumer Testing Center
Shoppingtown Mall
DeWitt, NY 13214
Ph. 800-289-8028
Fax 315-471-0115
Contact: Lynnette S. VanDyke
1,2,3,4,6,7A,8,9
Rm. 1) 14x19 Obs. Rm. Seats 10

LaValle Research Service
9763 Carousel Center Dr.
Syracuse, NY 13290
Ph. 315-466-1609
Fax 315-466-7101
Contact: Maureen Colson
1,2,3,6,7A

McCarthy Associates, Inc.
6075 E. Molloy Rd.
Rodax Park, Bldg. #1
Syracuse, NY 13211
Ph. 315-431-0660
Fax 315-431-0672
Contact: Teresa McCarthy
1,2,3,4,6,7B,8,9
Rm. 1) 12x17 Obs. Rm. Seats 14
*Rm. 2) 9x19 Obs. Rm. Seats 14
Rm. 3) 10x10

Marion Simon Research Services
Northern Lights Mall
Syracuse, NY 13212
Ph. 315-455-5952
Fax 315-455-1826
Contact: Angie Macri
1,3,4,6,7A

NORTH CAROLINA

ASHEVILLE

American Sales & Marketing
216 Vance St.
Hendersonville, NC 28739
Ph. 704-693-1971
Contact: Dorothy Rogat
1,6,7B,8
Rm. 1) 16x20 Obs. Rm. Seats 20
Rm. 2) 18x24 Obs. Rm. Seats 20
Rm. 3) 20x24 Obs. Rm. Seats 20
*Rm. 4) 16x24 Obs. Rm. Seats 20

CHARLOTTE

Charlotte Research Services
301 E. Kingston Ave.
Charlotte, NC 28203
Ph. 704-333-5026
Contact: Elizabeth Peeler
1,3,6,7B

Consumer Pulse of Charlotte
Eastland Mall
5625 Central Ave.
Charlotte, NC 28212
Ph. 704-536-6067
Fax 704-536-2238
Contact: Curtis Cates
1,3,4,5,6,7A
Rm. 1) 18x12 Obs. Rm. Seats 15

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- Separate moderator's station
- State-of-the-art audiovisual equipment
- Compact, fully equipped test kitchen

169 Rue de Ville • Rochester, New York 14516
Telephone: (716) 442-0590 FAX: (716) 442-0640

FacFind, Inc.
6230 Fairview Rd., Ste. 108
Charlotte, NC 28210
Ph. 704-365-8474
Fax 704-365-8741
Contact: Shaela Ingham
1,3,6,7B,8
Rm. 1) 20x14 Obs. Rm Seats 10

Homer Market Research
333 Four Seasons Town Centre
Greensboro, NC 27407
Ph. 919-294-9415
Fax 919-294-6116
Contact: Leonard Homer
1,3,4,6,7A
Rm. 1) 13x20 Obs. Rm. Seats 10

Jackson Associates, Inc.
Carolina Place
9599 Pineville-Matthews Rd.
Pineville (Charlotte), NC 28134
Ph. 404-394-8700
Fax 404-394-8702
Contact: Margaret Hicks
1,3,6,7A
Rm. 1) 14x18 Obs. Rm. Seats 8
(See advertisement on p. 81)

KPC Research
908 S. Tryon St.
Charlotte, NC 28202
Ph. 704-358-5757 or 800-852-2794
Fax 704-358-5745
Contact: Judie Bickel
1,3,6,7B

Leibowitz Market Research Ascts., Inc.
One Parkway Plaza, Ste. 110
4824 Parkway Plaza Blvd.
Charlotte, NC 28217-1968
Ph. 704-357-1961
Fax 704-357-1965
Contact: Teri Leibowitz
1,3,4,6,7B,8,9,10
Rm. 1) 18x24 Obs. Rm. Seats 12
Rm. 2) 18x24 Obs. Rm. Seats 12
Rm. 3) 18x21 Obs. Rm. Seats 8
Rm. 4) 18x25 Obs. Rm. Seats 24
(See advertisement on p. 3)

W.H. Long Marketing, Inc.
Golden Gate Shopping Center
2240 Golden Gate Dr.
Greensboro, NC 27408
Ph. 910-292-4146
Fax 910-299-6165
Contact: John Voss
1,2,3,4,6,7A

MarketWise, Inc.
1332 E. Morehead St., #100
Charlotte, NC 28204
Ph. 704-332-8433
Fax 704-332-0499
Contact: Beverly Kothe
1,3,4,6,7B
Rm. 1) 16x23 Obs. Rm. Seats 12
Rm. 2) 14x15 Obs. Rm. Seats 10

RALEIGH

FGI, Inc.
206 West Franklin
Chapel Hill, NC 27516
Ph. 919-929-7759
Fax 919-932-8829
Contact: Lenny Lind
1,3,4,6,7B,8,9
Rm. 1) 17x15 Obs. Rm. Seats 10

Internet Research Services,
Div. of Wilkerson & Associates
4208 Six Forks Rd.
Bldg. 2, Ste. 333
Raleigh, NC 27609
Ph. 919-781-0555
Fax 919-783-7810
1,3,6,7B

Johnston, Zabor & Associates
2222 Chapel Hill-Nelson Hwy.
Headquarters Park, #300
Durham, NC 27713
Ph. 919-544-5448
Contact: Jeffrey M. Johnston
1,3,4,5,6,7B,8,9
Rm. 1) 20x22 Obs. Rm. Seats 18
Rm. 2) 9x9 Obs. Rm. Seats 6

L & E Research
4009 Barrett Dr., Ste. 101
Raleigh, NC 27609
Ph. 919-782-3860
Fax 919-787-3428
Contact: Lynne Eggers
1,3,4,6,7B,10
(See advertisement on p. 31)

Management Rsch. & Plng. Corp.
601 St. Mary St.
Raleigh, NC 27605
Ph. 800-347-5608
Fax 919-856-0020
Contact: Kim Kitchings
1,3,6,7B,8,9
Rm. 1) 12x22 Obs Rm. Seats 8
Rm. 2) 10x14 Obs. Rm. Seats 6

NRG Raleigh
7330 Chapel Hill Rd., Ste. 107
Raleigh, NC 27607
Ph. 919-552-3478
Fax 919-557-0167
Contact: Brian Gossett
1,3,6,7B
Rm. 1) 10x13 Obs. Rm. Seats 10
Rm. 2) 6x13 Obs. Rm. Seats 5
(See advertisement on p. 115)

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Nortex Research Group
7330 Chapel Hill Road
Suite 107
Raleigh, NC 27607
FAX: 1-919-630-6769

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- ◆ Customer Satisfaction Research
- ◆ Concept Testing
- ◆ Economic Impact Analysis
- ◆ Segmentation Research
- ◆ Customer Profiling
- ◆ Image and Attitude Studies



MarketVision Research

The MarketVision Building
4500 Cooper Road
Cincinnati, Ohio 45242
(513) 791-3100
Fax: (513) 791-3103

Cincinnati Charlotte Orlando Dallas

CODES

1. Conference Style Room	7C. Free Standing Building
2. Living Room Style	7D. Other
3. Observation Room	8. 1-on-1 Room
4. Test Kitchen	9. 1-on-1 Viewing
5. Test Kitchen Obsv. Rm.	10. Video conferencing
6. Video Equipment Available	† denotes living room style
7A. Located in Shopping Mall	‡ denotes one-on-one room
7B. Located in Office Building	

Quick Test, Inc.

South Square Mall
4001 Chapel Hill Blvd.
Durham, NC 27707
Ph. 919-489-3104
Fax 919-489-8316
Contact: Brian O'Neil
1,3,4,6,7A
Rm. 1) 13x15 Obs. Rm. Seats 8
(See advertisement on p. 89)

WINSTON-SALEM

Bellomy Research, Inc.
150 S. Stratford Rd., Ste. 500
Winston-Salem, NC 27104
Ph. 910-721-1140 or 800-443-7344
Fax 910-721-1597
Contact: Pat Rierson
1,3,4,5,7B
Rm. 1) 16x21 Obs. Rm. Seats 12

Catherine Bryant & Associates
6000 Market Square, Ste. 22
Winston-Salem, NC 27012
Ph. 910-766-8966
Fax 910-766-0786
Contact: Robin Cravens
1,3,6,7B
Rm. 1) 14x22 Obs. Rm. Seats 10

OHIO

CINCINNATI

Alliance Research, Inc.
2845 Chancellor Dr.
Crestview Hills, KY 41017
Ph. 606-344-0077
Fax 606-344-0078
Contact: Carol Kerr
1,3,6,7C
Rm. 1) 22x30

The Answer Group

Downtown Facility
432 Walnut St.
Cincinnati, OH 45202
Ph. 513-651-7333
Fax 513-651-0034
Contact: Lynn Grome
1,3,6,7B,8,9,10
Rm. 1) 16x20 Obs. Rm. Seats 12
(See advertisement on p. 31)

The Answer Group

Suburban Facility
11161 Kenwood Rd.
Cincinnati, OH 45242
Ph. 513-489-9000, ext. 230
Fax 513-489-9130
Contact: Lynn Grome
1,3,6,7C,10
Rm. 1) 18x23 Obs. Rm. Seats 18
Rm. 2) 18x20 Obs. Rm. Seats 12
(See advertisement on p. 31)

Assistance In Marketing, Inc.
11890 Montgomery Rd.
Cincinnati, OH 45249
Ph. 513-683-6600
Fax 513-683-9177
Contact: Irwin Weinberg
1,3,4,5,6,7C
Rm. 1) 24x14 Obs. Rm. Seats 20
Rm. 2) 24x14 Obs. Rm. Seats 20
Rm. 3) 35x25 Obs. Rm. Seats 20

Assistance In Marketing
9663A Colerain Ave.
Cincinnati, OH 45251
Ph. 513-385-8228
Fax 513-385-2140
Contact: Susan Odom
1,4,6,7A,8,9

Assistance In Marketing, Inc.
Florence Mall
Florence, KY 41042
Ph. 606-283-1232
Fax 606-283-1247
Contact: Karen Geeding
1,3,4,6,7A

B & B Research Services, Inc.
8005 Plainfield Rd.
Cincinnati, OH 45236
Ph. 513-793-4223
Fax 513-793-9117
Contact: Lynn Caudill
1,3,4,6,7B,8
Rm. 1) 12x20 Obs. Rm. Seats 8
Rm. 2) 10x15 Obs. Rm. Seats 4

Calo Research Services, Inc.
10250 Alliance Rd., #230
Cincinnati, OH 45242
Ph. 513-984-9708
Contact: Cindi Johnson
1,3,6,7B

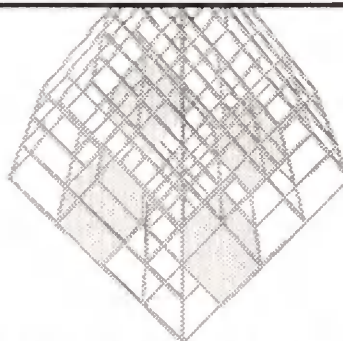
Consumer Pulse of Cincinnati
514 Forest Fair Dr.
Cincinnati, OH 45240
Ph. 513-671-1211
Fax 513-346-4244
Contact: Susan Lake
1,3,4,5,6,7A,8,9
Rm. 1) 13x15 Obs. Rm. Seats 13

Erick & Lavidge, Inc.
11 Triangle Park Dr.
Cincinnati, OH 45246
Ph. 513-772-1990
Fax 513-772-2093
Contact: Valeria McDaniel
1,3,6,7B
Rm. 1) 28x44 Obs. Rm. Seats 20

Fields Marketing Research, Inc.
7979 Reading Rd.
Cincinnati, OH 45237
Ph. 513-821-6266
Fax 513-679-5300
Contact: Ken A. Fields
1,2,3,6,7B,6,9
Rm. 1) 23x19 Obs. Rm. Seats 14






MarketVision Research, Inc.
4500 Cooper Rd.
Cincinnati, OH 45242
Ph. 513-791-3100
Fax 513-791-3103
Contact: Tina Rucker
1,3,4,5,6,7B,8,9
Rm. 1) 16x24 Obs. Rm. Seats 20
Rm. 2) 13x18 Obs. Rm. Seats 6
(See advertisement on p. 116)

Matrixx Marketing
4600 Montgomery Rd., Ste. 400
Cincinnati, OH 45212
Ph. 800-323-8369
Fax 513-841-9966
Contact: Brian Goret
1,2,3,4,6,7B,8,9
Rm. 1) 20x25 Obs. Rm. Seats 20
Rm. 2) 20x29 Obs. Rm. Seats 8
Rm. 3) 16x25 Obs. Rm. Seats 10
*Rm. 4) 16x25 Obs. Rm. Seats 10
(See advertisement on p. 117)



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a Cincinnati Bell company
MATRIXx Center
4600 Montgomery Road Cincinnati, Ohio 45212

CODES

1. Conference Style Room	7C. Free Standing Building
2. Living Room Style	7D. Other
3. Observation Room	8. 1-on-1 Room
4. Test Kitchen	9. 1-on-1 Viewing
6. Test Kitchen Obsv. Rm.	10. Video conferencing
6. Video Equipment Available	† denotes living room style
7A. Located in Shopping Mall	‡ denotes one-on-one room
7B. Located in Office Building	

QFact Marketing Research, Inc.

9908 Carver Rd.
Cincinnati, OH 45242
Ph. 513-891-2271
Fax 513-791-7356
Contact: Kathleen Bolan-Thorman or
Mary Swart-Cahall
1,3,4,5,6,7B,8,9,10
(See advertisement on p. 3)

Research and Results, Inc.
4941 Paddock Rd.
Cincinnati, OH 45237
Ph. 513-242-6700
Contact: Barbara Newman
1,3,6,7B

T.I.M.E. Cincinnati
1150 Florence Mall
Florence, KY 41042-1443
Ph. 606-283-1232
Fax 606-283-1247
Contact: Karen Geeding
1,3,4,6,7A
Rm. 1) 12x16

CLEVELAND

Business Research Services
23825 Commerce Park
Cleveland, OH 44122-5841
Ph. 216-831-5200
Fax 216-292-3048
Contact: Ron Mayher
1,2,3,4,6,7B,8
Rm. 1) 14x21 Obs. Rm. Seats 15
†Rm. 2) 14x20 Obs. Rm. Seats 9

Cleveland Survey Center

691 Richmond Mall
Cleveland, OH 44143
Ph. 800-950-9010
Fax 216-461-9525
Contact: Joan Miller or Harriet Fadem
1,3,4,6,7A

Consumer Pulse of Cleveland
4301 Ridge Rd.
Cleveland, OH 44144
Ph. 216-351-4644
Fax 216-351-7876
Contact: Ron Kornokovich
1,3,4,6,7C,8,9
Rm. 1) 22x14 Obs. Rm. Seats 15

Focus Groups of Cleveland

2 Summit Park Dr., Ste. 225
Cleveland, OH 44131
Ph. 216-642-8883
Fax 216-461-9525
Contact: Sue Dobrsi or Harriet Fadem
1,3,4,6,7B
Rm. 1) 16x20 Obs. Rm. Seats 20
Rm. 2) 12x16 Obs. Rm. Seats 12
Rm. 3) 10x12 Obs. Rm. Seats 4
(See advertisement on p. 119)

Heakin Research, Inc.
Severance Center
3542 Mayfield Rd.
Cleveland Heights, OH 44118
Ph. 216-381-6115
Contact: Eric Silver
1,3,4,6,7A

Pat Henry Market Research, Inc.

230 Huron Rd. N.W., #100.43
Cleveland, OH 44113
Ph. 216-621-3831
Fax 216-621-8455
Contact: Judy Hominy
1,2,3,4,6,7A,8(2),9(2)
Rm. 1) 12x20 Obs. Rm. Seats 10
(See advertisement on p. 14)

The Maffett Research Group
25111 Country Club Blvd., Ste. 290
N. Olmsted, OH 44070
Ph. 216-779-1303
Fax 216-779-2718
Contact: Shelly Entres
1,3,4,6,7B

Marketeam Associates
3645 Warrensville Center Rd.
Shaker Heights, OH 44122
Ph. 216-491-9515
Fax 216-491-8552
Contact: Sandra Boley
1,3,6,7B
Rm. 1) 13x19

National Market Measures, Inc.
781 Beta Dr.
Cleveland, OH 44143
Ph. 216-473-7766
Fax 216-473-0428
Contact: Martha M. Kain
1,2,3,4,6,7B
Rm. 1) 15x18 Obs. Rm. Seats 15
†Rm. 2) 14x15

National Market Measures, Inc.
25109 Detroit Rd.
Cleveland, OH 44145
Ph. 216-892-8555
Fax 216-892-0002
1,2,3,4,6,7C
Rm. 1) 14x19 Obs. Rm. Seats 15
†Rm. 2) 14x15

Opinion Centers America, Inc.
22021 Brookpark Rd.
Cleveland, OH 44126
Ph. 216-779-3000
Fax 216-779-3040
Contact: Betty Schwarcz
1,3,4,5,6,7C
Rm. 1) 22x14 Obs. Rm. Seats 20
Rm. 2) 22x14 Obs. Rm. Seats 20

Opinion Centers America
Great Northern Mall, Rm. 924
North Olmsted, OH 44070
Ph. 216-779-3050
Fax 216-779-3060
Contact: Mary Laughlin
1,3,4,6,7A
Rm. 1) 17x14 Obs. Rm. Seats 10

Rosen Research
25906 Emery Rd.
Cleveland, OH 44128
Ph. 216-464-5240
Fax 216-484-7884
Contact: Mary Ann Sheets
1,2,3,4,5,6,7C

Strategic Consumer Research, Inc.
26250 Euclid Ave.
Cleveland, OH 44132
Ph. 216-261-0308
Fax 216-261-3546
1,3,6,7B

COLUMBUS

B & B Research Service, Inc.
1365 Grandview Ave.
Columbus, OH 43212
Ph. 614-486-6746
Fax 614-486-9958
Contact: Judy Frederick
1,3,6,7B,8
Rm. 1) 10x18 Obs. Rm. Seats 12

Focus and Phones, Inc.
2655 Oakstone Dr.
Columbus, OH 43231
Ph. 614-895-5800
Fax 614-895-5840
Contact: Anita Ingalls
1,3,4,5,6,7C
Rm. 1) 14x23 Obs. Rm. Seats 12
Rm. 2) 14x23 Obs. Rm. Seats 12
Rm. 3) 20x30 Obs. Rm. Seats 15

Focus Plus at SBC
707 Park Meadow Rd.
Westerville, OH 43081
Ph. 614-891-7070
Fax 614-891-3664
Contact: Melanie Woisin
1,3,4,6,7C,8,9

MNE Mktg. & Rsch. Svces., Inc.
929 Eastwind Dr., Ste. 216
Westerville, OH 43081
Ph. 800-551-2257
Fax 614-898-3031
Contact: Fred Alvaro
1,3,4,6,7B,8,9
Rm. 1) 12x19 Obs. Rm. Seats 6
Rm. 2) 20x28 Obs. Rm. Seats 14

Quality Controlled Services

7634 Crosswoods Dr.
Columbus, OH 43235
Ph. 800-242-4118
Fax 614-436-7040
Contact: Judy Golas
1,3,4,6,7B

Rm. 1) 16x17 Obs. Rm. Seats 10
Rm. 2) 16x17 Obs. Rm. Seats 10
Rm. 3) 21x24 Obs. Rm. Seats 14
Rm. 4) 21x17 Obs. Rm. Seats 14

(See advertisement on p. 53)

Spencer Research, Inc.
1290 Grandview Ave.
Columbus, OH 43212
Ph. 614-488-3123
Fax 614-421-1154
Contact: Betty Spencer
1,3,4,5,6,7C

T.I.M.E. Market Research
2655 Oakstone Dr.
Columbus, OH 43231
Ph. 614-895-5800
Fax 614-895-5840
Contact: Anita Ingalls
1,3,4,6,7A,8,9

DAYTON

Center For Bus. & Econ. Rsch.
University of Dayton
300 College Park
Dayton, OH 45469-2110
Ph. 513-229-2453
Fax 513-229-2371
Contact: Fantine M. Kerckaert
1,3,6,7B
Rm. 1) 21x24 Obs. Rm. Seats 10
Rm. 2) 18x18 Obs. Rm. Seats 6

Ruth Elliott Research Services
3077 Kettering Blvd., Ste. 300
Dayton, OH 45439
Ph. 513-294-5959
Fax 513-294-8518
Contact: Dianne Howell
1,3,4,5,8,7B

QFact Marketing Research, Inc.
8163 Old Yankee St.
Dayton, OH 45459
Ph. 513-891-2271
Fax 513-435-3457
Contact: Kathleen Bolan-Thorman or
Mary Swart-Cahall
1,3,6,7B,8

Shiloh Research Associates, Inc.
6927 N. Main
Dayton, OH 45415
Ph. 513-274-9325
Fax 513-274-9536
Contact: Alan Sibila
1,3,4,6,7B

T.I.M.E. Market Research
560 Dayton Mall
Dayton, OH 45459
Ph. 513-433-6296
Fax 513-433-5954
Contact: Clara Spearman
1,3,4,6,7A

TOLEDO

AZG Research
126 W. Wooster St.
Bowling Green, OH 43402
Ph. 800-837-4300
Fax 419-353-1511
Contact: Jonathan Augustine
1,2,3,6,7B,8,9

Market Research of Toledo
3103 Executive Pkwy., Ste. 106
Toledo, OH 43606
Ph. 419-534-4705
Fax 419-531-8950
1,3,6,7B
Rm. 1) 12x22 Obs. Rm. Seats 7,15

OKLAHOMA

OKLAHOMA CITY

Johnson Marketing Research
2915 Classen Blvd., Ste. 350
Oklahoma City, OK 73106
Ph. 405-528-2700
Contact: Patty Nichols-Casteel
1,3,4,6,7B

Oklahoma City Research
Ruth Nelson Research Services
2501 W. Memorial Dr.
Oklahoma City, OK 73134
Ph. 405-752-4710
Fax 405-752-2344
Contact: Bohn Macrory
1,3,4,6,7A

Oklahoma Market Research/Data Net, Inc.
3909 Classen Blvd., Ste. 200
Oklahoma City, OK 73118
Ph. 405-525-3412
Fax 405-525-3419
1,3,4,6,7B
Rm. 1) 14x22 Obs. Rm. Seats 10

TULSA

Cunningham Market Research
4107 S. Yale, #LA 107
Tulsa, OK 74135
Ph. 918-664-7485
Contact: Roberta Cunningham
1,3,4,5,6,7A

Tulsa Surveys
4530 S. Sheridan, #101
Tulsa, OK 74145
Ph. 918-665-3311 or 800-544-1494
Fax 918-665-3388
Contact: Tim Jarrett
1,3,4,6,7B,8
Rm. 1) 16x24 Obs. Rm. Seats 10
Rm. 2) 16x20 Obs. Rm. Seats 8

FOCUS GROUPS OF CLEVELAND

Yes... Cleveland!

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FOCUS GROUPS OF CLEVELAND

2 Summit Park Drive — Suite 225 • (216) 642-8883
of the Rockside Road exit of I-77 • Cleveland, Ohio 44131

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- | | |
|--------------------------------|-----------------------------|
| 1. Conference Style Room | 7C. Free Standing Building |
| 2. Living Room Style | 7D. Other |
| 3. Observation Room | 8. 1-on-1 Room |
| 4. Test Kitchen | 9. 1-on-1 Viewing |
| 5. Test Kitchen Obsv. Rm. | 10. Video conferencing |
| 6. Video Equipment Available | † denotes living room style |
| 7A. Located in Shopping Mall | ‡ denotes one-on-one room |
| 7B. Located in Office Building | |

OREGON

EUGENE

MarStat Market Research
71 E. 28 Ave.
Eugene, OR 97405
Ph. 503-484-6176
Fax 503-485-3810
Contact: LaDeane Pryor
1,3,4,6,7B,8,9
Rm. 1) 11x15 Obs. Rm. Seats 12
Rm. 2) 11x15 Obs. Rm. Seats 10
Rm. 3) 8x9 Obs. Rm. Seats 5
†Rm. 4) 6x9 Obs. Rm. Seats 4

PORTLAND

Benner Research Group
8010 S.W. Cirrus Dr.
Beaverton, OR 97005
Ph. 503-626-7653
Fax 503-626-7665
Contact: Cindy Mooneyham
1,3,6,7C

Consumer Opinion Services

991 Lloyd Center
Portland, OR 97232
Ph. 503-281-1278
Fax 503-281-1017
Contact: Jerry Carter at 206-241-6050
1,3,4,6,7A,8
Rm. 1) 15x19 Obs. Rm. Seats 8
(See advertisement on p. 120)

The Gilmore Research Group

729 N.E. Oregon St., #150
Portland, OR 97232
Ph. 503-236-4551
Fax 503-731-5590
Contact: Vikki Murphy
1,3,6,7B
Rm. 1) 12x18 Obs. Rm. Seats 12
(See advertisement on p. 133)

Market Decisions Corporation

8959 S.W. Barbur Blvd., Ste. 204
Portland, OR 97219
Ph. 503-245-4479
Fax 503-245-9677
Contact: Sue Ellen Christensen
1,3,6,7B,8,9
Rm. 1) 18x19 Obs. Rm. Seats 12
Rm. 2) 11x18 Obs. Rm. Seats 7
Rm. 3) 10x18 Obs. Rm. Seats 7

Market Strategies

111 S.W. 5th Ave., Ste. 1850
Portland, OR 97204
Ph. 503-225-0112
Fax 503-225-8400
Contact: Tracy Dobesh
1,3,6,7B
Rm. 1) 19x30 Obs. Rm. Seats 10

Market Trends, Inc.

2130 S.W. Jefferson, Ste. 200
Portland, OR 97201
Ph. 503-224-4900
Fax 503-224-0633
Contact: Erica Maxwell
1,3,4,6,7B,8
Rm. 1) 18x13 Obs. Rm. Seats 8
†Rm. 2) 9x10

Omni Research

7689 S.W. Capitol Hwy.
Portland, OR 97219-2745
Ph. 503-245-4014
Fax 503-245-9065
Contact: Chris Robinson
1,3,6,7C,8
Rm. 1) 21x20

PENNSYLVANIA

ALLENTOWN

Parkwood Research Associate
4635 Crackersport Rd.
Allentown, PA 18104
Ph. 610-481-0102
Fax 610-395-8027
Contact: Ed Slaughter
1,3,4,6,7B

Telephone Concepts Unlimited

P.O. Box E
3724 Crescent Court W.
Whitehall, PA 18052
Ph. 215-437-4000
Fax 215-437-5212
Contact: Bob Williams
1,3,6,7B

ERIE

Heintz Research
3036 W. 12th St.
Erie, PA 16505
Ph. 814-835-4040
Fax 814-835-3642
1,3,4,6,7C,9
Rm. 1) 14x19

HARRISBURG

The Bartlett Group
3690 Vartan Way
Harrisburg, PA 17110
Ph. 717-540-9900
Fax 717-540-9338
Contact: Jeff Bartlett
1,3,6,7C
Rm. 1) 12x22 Obs. Rm. Seats 7

We've moved to San Jose

Actually we're still headquartered in Seattle but we do have a new facility in the Great Mall of the Bay Area in Milpitas, near San Jose. This means we can now offer you complete data collection services from the west coast to the Rocky Mountains.

Call us for more information

Consumer Opinion Services

We answer to you

12825 1st Ave. South Seattle, Washington 98168

Call 206-241-6050 to book this facility...

ask for Jerry or Greg Carter

READER SERVICE CARD  12/94

FREE INFORMATION ON PRODUCTS AND SERVICES IN THIS ISSUE.

Send me more information on the items circled

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124 125 126 127 128 129 130 131 132 133 134 135 136 137 138 139 140 141 142 143 144 145 146 147
148 149 150 151 152 153 154 155 156 157 158 159 160 161 162 183 164 165 166 167 168 169 170 171
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Quirk's
MARKETING RESEARCH
Review

P.O. Box 23536
Minneapolis, MN 55423

PHILADELPHIA

Consumer Pulse of Philadelphia
Plymouth Meeting Mall, #2203
Plymouth Meeting, PA 19462
Ph. 610-825-6636
Fax 610-825-6805
Contact: Elenor Yates
1,3,4,5,6,7A,8,9
Rm. 1) 15x15 Obs. Rm. Seats 20

The Data Group, Inc.
Meetinghouse Business Center
2260 Butler Pike, Ste. 150
Plymouth Meeting, PA 19462
Ph. 610-834-2080
Fax 610-834-3035
Contact: Sherry Hood
1,3,6,7B

Focus Suites of Philadelphia
One Bala Plaza, Ste. 622
Bala Cynwyd, PA 19004
Ph. 610-667-1110
Fax 610-667-4858
Contact: Kathy Jonik
1,3,4,6,7B,8,9(6)
Rm. 1) 18x22 Obs. Rm. Seats 20
Rm. 2) 16x20 Obs. Rm. Seats 18
Rm. 3) 16x20 Obs. Rm. Seats 18
(See advertisement on p. 139)

Group Dynamics In Focus, Inc.
555 City Line Ave., 6th fl.
Bala Cynwyd, PA 19004
Ph. 215-668-8535
Fax 215-668-2072
Contact: Merle Holman
1,3,4,6,7B,8,9,10
Rm. 1) 28x20 Obs. Rm. Seats 18
Rm. 2) 16x24 Obs. Rm. Seats 12
Rm. 3) 16x24 Obs. Rm. Seats 12
Rm. 4) 14x18 Obs. Rm. Seats 10
(See advertisement on p. 123)

JRP Marketing Research Services, Inc.
100 Granite Dr., Terrace Level
Media, PA 19063
Ph. 610-565-8840
Fax 610-565-8870
Contact: Paul Frattaroli
1,3,4,6,7B,8
Rm. 1) 20x20 Obs. Rm. Seats 18
Rm. 2) 24x20 Obs. Rm. Seats 15
(See advertisement on p. 125)

Mar's Surveys, Inc.
3000 Atrium Way, Ste. 100 Lobby fl.
Horizon Corp. Ctr., Atrium 2 Bldg.
Mt. Laurel, NJ 08054
Ph. 609-786-8514/609-235-3345
Fax 609-786-0480/609-235-1613
Contact: Marlene Teblum or Judy Abrams
1,3,4,6,7B,8,9
Rm. 1) 15x23
Rm. 2) 10x10

Mar's Surveys, Inc.
Cinnaminson Mall, Rte. 130
Cinnaminson, NJ 08054
Ph. 609-786-8514
Fax 609-786-0480
Contact: Judy Abrams
1,3,6,7B,8,9
Rm. 1) 10x15

Philadelphia Focus, Inc.
100 N. 17th St.
Philadelphia, PA 19103
Ph. 215-561-5500
Fax 215-561-6525
1,3,6,7B,8,9,10
Rm. 1) 19x22 Obs. Rm. Seats 15
Rm. 2) 17x24 Obs. Rm. Seats 15
Rm. 3) 14x24 Obs. Rm. Seats 15
(See advertisement on p. 31)

Philadelphia Focus, Inc.
555 N. Lane, #6038
Conshohocken, PA 19428
Ph. 610-397-0300
Fax 610-397-0308
1,3,4,6,7B
Rm. 1) 14x22 Obs. Rm. Seats 12
Rm. 2) 14x22 Obs. Rm. Seats 12
Rm. 3) 14x22 Obs. Rm. Seats 12



GROUP DYNAMICS

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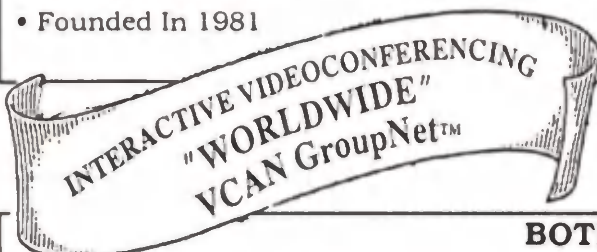
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- Commercial Test Kitchen
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- 8 386 PC stations
- test kitchen

Telephone Center

- 30 telephone stations
- 10 386 PC stations
- sampling and data reduction
- off premise monitoring

Pre-Recruit Center

- focus group suite
- 1 on 1 suite
- full test kitchen
- 20'x40' CLT area

Field Management

- quantitative and qualitative

PHILADELPHIA MSA



587 Bethlehem Pike, Suite 800
Montgomeryville, PA 18936
(215) 822-6220 FAX: (215) 822-2238

CODES

1. Conference Style Room	7C. Free Standing Building
2. Living Room Style	7D. Other
3. Observation Room	8. 1-on-1 Room
4. Test Kitchen	9. 1-on-1 Viewing
6. Test Kitchen Obsv. Rm.	10. Video conferencing
6. Video Equipment Available	† denotes living room style
7A. Located in Shopping Mall	‡ denotes one-on-one room
7B. Located in Office Building	

Plaza Research

Two Greentree Centre
Marlton, NJ 08053
Ph. 609-596-7777 or 800-654-8002
Fax 609-596-3011
Contact: Annette Guss
1,2,3,4,5,6,7B,8,9
Rm. 1) 15x20 Obs. Rm. Seats 15
Rm. 2) 15x20 Obs. Rm. Seats 15
Rm. 3) 15x20 Obs. Rm. Seats 15
(See advertisement on p. 113)

Quality Controlled Services

KOR Ctr. A, 2577 Interplex Dr., Ste. 101
Trevose, PA 19053
Ph. 800-752-2027
Fax 215-639-8224
Contact: Lynne Sitvarin
1,3,4,6,7B
Rm. 1) 16x20 Obs. Rm. Seats 12
Rm. 2) 16x20 Obs. Rm. Seats 10
Rm. 3) 12x14 Obs. Rm. Seats 6
(See advertisement on p. 53)

Quality In Field

308 Lakeside Dr.
Southampton, PA 18066
Ph. 215-698-0606
Fax 215-676-4055
Contact: Arlene Frieze
1,3,4,6,7B

Quick Test, Inc.

Neshaminy Mall, #109
Bensalem, PA 19020
Ph. 215-322-0400
Fax 215-322-5412
Contact: Alice Osborne
1,3,4,6,7A
Rm. 1) 13x15 Obs. Rm. Seats 8
(See advertisement on p. 89)

J. Reckner Associates, Inc.

587 Bethlehem Pike
Montgomeryville, PA 18936
Ph. 215-822-6220
Fax 215-822-2238
Contact: Frances Grubb
1,3,4,6,7B,8,9
Rm. 1) 12x16 Obs. Rm. Seats 8
(See advertisement on p. 124)

The Reich Group

1635 Market St.
Philadelphia, PA 19103
Ph. 215-972-1777
Fax 215-972-1788
Contact: Mort Reich
1,3,4,6,7B

Strategic Marketing Corporation

GSB Bldg., Ste. 802
City Line & Belmont Aves.
Bala Cynwyd, PA 19004
Ph. 610-667-1649
Fax 610-667-0628
Contact: Julia Goodfriend
1,3,6,7B
Rm. 1) 20x20 Obs. Rm. Seats 10

T.I.M.E. Market Research

366 Beaver Valley
Monaca, PA 15061
Ph. 412-728-8463
Fax 412-728-9806
Contact: Shawn Bishop
1,3,4,6,7A,8,9
Rm. 1) 14x18 Obs. Rm. Seats 10

U. S. Research Corp.

224 Echelon Mall
Voorhees, NJ 08043
Ph. 609-772-2220
Contact: Jackie Weise
1,3,4,6,7A

The Vanderveer Group

520 Virginia Dr.
Fort Washington, PA 19034
Ph. 215-646-7200
Contact: Gina Cassel
1,3,4,5,6,7B

PITTSBURGH

Campos Market Research

216 Boulevard of the Allies
Pittsburgh, PA 15222
Ph. 412-471-8484
Fax 412-471-8497
Contact: Yvonne Campos
1,3,4,6,7B
Rm. 1) 15x19 Obs. Rm. Seats 14
Rm. 2) 20x27 Obs. Rm. Seats 10

Car-Lene Research, Inc.

Monroeville Mall, Rm. 144
Monroeville, PA 15146
Ph. 412-373-3670
Fax 412-373-5076
Contact: Stacey Stanford
1,3,4,5,6,7A

Data Information, Inc.

Century III Mall
3075 Clairton Rd.
W. Mifflin, PA 15123
Ph. 412-655-8690
Fax 412-655-8693
Contact: Nancy Palyo
1,3,4,6,7A,8,9
Rm. 1) 12x20 Obs. Rm. Seats 10

Focus Center Of Pittsburgh

2101 Greentree Rd.
Pittsburgh, PA 15220
Ph. 412-279-5900
Fax 412-279-5148
Contact: Shawn Bishop
1,3,4,6,7D,
Rm. 1) 19x21 Obs. Rm. Seats 10
Rm. 20 23x25 Obs. Rm. Seats 15

Greater Pittsburgh Research Service
5950 Steubenville Pike
Pittsburgh, PA 15136
Ph. 412-788-4570
Fax 412-788-4582
Contact: Ann Urban
1,3,6,7B

Guide Post Research
21 Yost Blvd., Ste. 400
Pittsburgh, PA 15221-5283
Ph. 412-823-8444
Fax 412-823-8300
Contact: Jay P. La Mond
1,3,4,6,7B
Rm. 1) 14x8 Obs. Rm. Seats 10

Heakin Research, Inc.
Ross Park Mall
1000 Ross Park Mall Rd.
Pittsburgh, PA 15237
Ph. 412-369-4545
1,3,4,8,7A

Santell Phone & Focus, Inc.
300 Mt. Lebanon Blvd., Ste 2204
Pittsburgh, PA 15234
Ph. 412-341-8770
Fax 412-341-8774
Contact: Barbara K Womack
1,3,4,6,7B,8

T.I.M.E. East Market Research
280 Ohio Valley Mall
St. Clairsville, OH 43950
Ph. 614-695-6288
Fax 614-695-5163
Contact: Tim Aspenwall
1,3,4,6,7A

YORK

Polk-Lepson Research Group
108 Pauline Dr.
York, PA 17402
Ph. 717-741-2879
Contact: David Polk
1,3,6,7B

RHODE ISLAND

PROVIDENCE

MacIntosh Survey Center
450 Veterans Memorial Pkwy.
East Providence, RI 02914
Ph. 401-438-8330
Fax 401-434-9219
Contact: Ann MacIntosh
1,3,4,5,6,7B
Rm. 1) 18x20 Obs. Rm. Seats 15

Performance Research
25 Mill St.
Newport, RI 02840
Ph. 401-848-0111
Fax 401-848-0110
Contact: Bill Doyle
1,3,6,7C
Rm. 1) 13x30

JRP
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MODERATING

All the Right Ingredients for a Successful Focus Group

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We deliver the panelists that you require, no matter how hard they may be to find, using traditional sources plus our own malls and computerized bank of 15,000 households.
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Our moderators focus on your objectives with insight and sensitivity and deliver reports that are clear, complete and actionable.
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Second to none in the Delaware Valley, our two focus group rooms are the centerpiece of our new Research Center in Media, Pennsylvania. Viewing rooms accommodate 20 observers comfortably. A fully equipped Test Kitchen and three one-on-one rooms complete this state-of-the-art facility.

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JRP—Focus Group Research with Confidence

JRP
MARKETING RESEARCH SERVICES, INC.
100 GRANITE DRIVE, TERRACE LEVEL, MEDIA, PA 19063

CODES	
1. Conference Style Room	7C. Free Standing Building
2. Living Room Style	7D. Other
3. Observation Room	8. 1-on-1 Room
4. Test Kitchen	9. 1-on-1 Viewing
5. Test Kitchen Obsv. Rm.	10. Video conferencing
6. Video Equipment Available	† denotes living room style
7A. Located in Shopping Mall	‡ denotes one-on-one room
7B. Located in Office Building	

SOUTH CAROLINA

CHARLESTON

Bernett Research Services, Inc.

62 Northwoods Mall, Unit E-1B

2150 Northwoods Blvd.

N. Charleston, SC 29418

Ph. 803-553-0030

Fax 803-553-0526

Contact: Gloria Duda

1,3,4,6,7A,8

Rm. 1) 12x15 Obs. Rm. Seats 8

(See advertisement on p. 95)

COLUMBIA

Marketsearch Corporation

2721 Devine St.

Columbia, SC 29205

Ph. 803-254-6958

Fax 803-799-9180

1,3,4,6,7C,8,9

Rm. 1) 16x20 Obs. Rm. Seats 14

Metromark Market Research, Inc.

3030 Devine St.

Columbia, SC 29205

Ph. 803-256-8694

Fax 803-254-3798

Contact: Emerson Smith

1,3,6,7C

GREENVILLE

Carolina Market Research

88 Villa Rd.

Greenville, SC 29615

Ph. 803-233-5775

Contact: Elizabeth Buchanan

1,3,4,6,7C

Market Insight

530 Howell Rd., #205

Greenville, SC 29615

Ph. 803-292-5187

Contact: Michael Shuck

1,3,4,5,6,7B

ProGen Research

712 N. Main St.

Greenville, SC 29609

Ph. 803-271-0643

Contact: Maxie Freeman

1,3,6,7C

SOUTH DAKOTA

SIOUX FALLS

American Public Opinion Survey

and Market Research

1320 S. Minnesota Ave.

Sioux Falls, SD 57105-0625

Ph. 605-338-3918

Fax 605-334-7473

Contact: Warren R. Johnson

1,2,3,4,5,6,7C,8,9

Rm. 1) 16x24

Obs. Rm. Seats 15

Rm. 2) 20x22

Obs. Rm. Seats 20

Rm. 3) 20x25

Obs. Rm. Seats 25

Rm. 4) 30x36

Obs. Rm. Seats 50

Phoenix Systems, Inc.

525 W. 22nd St.

Sioux Falls, SD 57105

Ph. 605-339-3221

Fax 605-339-0408

Contact: G. Richard Ambrosius

1,3,6,7B

Rm. 1) 12x22

Obs. Rm. Seats 8

(See advertisement on p. 127)

TENNESSEE

CHATTANOOGA

Wilkins Research Services

1921 Morris Hill Rd.

Chattanooga, TN 37421

Ph. 615-894-9478

Fax 615-894-0942

Contact: Lisa Wilkins

1,3,4,5,6,7C

KNOXVILLE

T.I.M.E. South

East Towne Mall

3029 Mall Rd.

Knoxville, TN 37924

Ph. 615-544-1885

Fax 615-544-1802

Contact: Jennifer Broussard

1,3,4,6,7A

MEMPHIS

Accudata/Chamberlain Market Research

1036 Oakhaven Rd.

Memphis, TN 38119

Ph. 901-763-0405

Fax 901-763-0660

Contact: Valerie Jolly

1,2,3,4,5,6,7B

Rm. 1) 14x18

Obs. Rm. Seats 12

Rm. 2) 14x18

Obs. Rm. Seats 12

Friedman Marketing/Memphis

Century Plaza Bldg., Ste. 1 & 2

5830 Mt. Moriah

Memphis, TN 38115

Ph. 901-795-0073 or 914-698-9591

Fax 901-360-1268

1,3,4,6,7B,8

Rm. 1) 19x30

Obs. Rm. Seats 12

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RESEARCH SEEM FUZZY?**

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TO CLEAR IT UP!**

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Telephone (214) 869-2366, Fax (214) 869-9174

Heakin Research, Inc.
5501 Winchester, Ste. 6
Memphis, TN 38115
Ph. 901-795-8180
Contact: Betty Huber
1.3.4.6.7B

PWI Research
5100 Poplar Ave., #3125
Memphis, TN 38137
Ph. 901-682-2444
Fax 901-682-2471
Contact: Charlie Beech
1.3.6.7B

Venture Marketing Associates, Inc.
3155 Hickory Hills Rd., #203
Memphis, TN 38115
Ph. 901-795-6720
Fax 901-795-6763
Contact: Alex Klein
1.2.3.4.5.6.7B.8.9
Rm. 1) 11x22 Obs. Rm. Seats 8
Rm. 2) 12x15 Obs. Rm. Seats 8

NASHVILLE

Jackson Associates, Inc.
Cool Springs Galleria
1800 Galleria Blvd.
Franklin (Nashville), TN 37064
Ph. 404-394-8700
Fax 404-394-8702
Contact: Margaret Hicks
1.3.6.7A
Rm. 1) 14x22 Obs. Rm. Seats 10
(See advertisement on p. 81)

NCG Research
2100 West End Ave., Ste. 800
Nashville, TN 37203
Ph. 615-327-3373
Contact: David Furse
1.3.6.7B

Quality Controlled Services
Fairlawns Bldg, 5203 Maryland Way, #150
Brentwood, TN 37027
Ph. 800-637-0137
Fax 615-661-4035
Contact: Nancy Proctor
1.3.4.6.7B
Rm. 1) 14x17 Obs. Rm. Seats 12
Rm. 2) 13x16 Obs. Rm. Seats 12
(See advertisement on p. 53)

Quick Test, Inc.
Hickory Hollow Mall, #1123
Nashville, TN 37013
Ph. 615-731-0900
Fax 615-731-2022
Contact: Kathleen Love
1.3.4.6.7A
Rm. 1) 13x15 Obs. Rm. Seats 8
(See advertisement on p. 89)

The Nashville Research Group
1161 Murfreesboro Rd., Ste. 150
Nashville, TN 37217
Ph. 615-399-7727
Fax 615-399-9171
Contact: Glyna Kilpatrick
1.3.4.6.7B.8
Rm. 1) 20x16 Obs. Rm. Seats 15

20:20 Research, Inc.
2303 21st Ave. S., 2nd fl.
Nashville, TN 37212
Ph. 800-737-2020
Fax 615-385-0925
Contact: Lisa Nickell
1.2.3.6.7B
Rm. 1) 22x16 Obs. Rm. Seats 12
Rm. 2) 16x22 Obs. Rm. Seats 12
Rm. 3) 10x20 Obs. Rm. Seats 8

TEXAS

AMARILLO

Opinions Unlimited, Inc.
8201 S.W. 34th.
Amarillo, TX 79121
Ph. 806-353-4444
Fax 806-353-4718
Contact: Anndel Martin
1.3.6.7C.8.9
Rm. 1) 22x23 Obs. Rm. Seats 12
(See advertisement on p. 131)

AUSTIN

First Market Research Corp.
2301 Hancock Dr.
Austin, TX 78756
Ph. 512-451-4000
Fax 512-451-5700
Contact: Kellee Hutchinson
1.3.6.7C
Rm. 1) 23x13 Obs. Rm. Seats 10
(See advertisement on p. 94)

NuStats, Inc.
4544 S. Lamar, Bldg. 200
Austin, TX 78745
Ph. 512-892-0002
Fax 512-892-3806
Contact: Johanna Zmud
1.3.6.7B

Tammadge Market Research
1616 B Rio Grande
Austin, TX 78701
Ph. 512-474-1005
Fax 512-370-0339
Contact: Melissa Pepper
1.3.6.7C
Rm. 1) 18x20 Obs. Rm. Seats 10

FOCUS ON THE MIDWEST



Listen to your customers. Understand their values and the factors that influence the decision-making process. Phoenix Systems offers complete focus group support.

- Comfortable Facility
- Convenient Location
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- Discussion Guide Development
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Sioux Falls, SD 57105

(605) 339-3221

Toll Free 1-800-657-4388

CODES	
1. Conference Style Room	7C. Free Standing Building
2. Living Room Style	7D. Other
3. Observation Room	6. 1-on-1 Room
4. Test Kitchen	9. 1-on-1 Viewing
5. Test Kitchen Obsv. Rm.	10. Video conferencing
6. Video Equipment Available	† denotes living room style
7A. Located in Shopping Mall	‡ denotes ono-on-one room
7B. Located in Office Building	

DALLAS/FT.WORTH

Accurate Research, Inc.
2214 Paddock Way Dr., #100
Grand Prairie, TX 75050
Ph. 214-647-4277
Fax 214-641-1549
Contact: Charlotte Remkus
1,3,4,6,7C

Dallas Focus

511 E. Carpenter Frwy., Ste.100
Irving, TX 75062
Ph. 800-336-1417/214-869-2366
Fax 214-869-9174
Contact: Robin McClure
1,3,4,6,7B

Rm. 1) 15x20 Obs. Rm. Seats 12
Rm. 2) 15x22 Obs. Rm. Seats 15
Rm. 3) 15x20 Obs. Rm. Seats 15
(See advertisement on pp. 126, back cover)

Facts in Focus, Inc.
15340 Dallas Pkwy.
Dallas, TX 75248
Ph. 214-386-7744
Contact: Jeanne Kurzym
1,3,6,7B

Fenton Swanger Consumer Research
14800 Quorum Dr., Ste. 250
Dallas, TX 75240
Ph. 214-934-0707
Fax 214-490-3919
Contact: Nancy Ashmore
1,3,4,6,7B

Focus On Dallas
4887 Alpha Rd., Ste. 200
Dallas, TX 75244
Ph. 214-960-5850
Contact: Mary Ulrich
1,3,4,6,7B
Rm. 1) 25x18 Obs. Rm. Seats 15
Rm. 2) 25x18 Obs. Rm. Seats 15
Rm. 3) 45x20 Obs. Rm. Seats 20

Heakin Research, Inc.
Fort Worth Town Center
4200 S. Freeway, Ste. B-31
Ft. Worth, TX 76115
Ph. 817-926-7995
Contact: Vivian Taylor
1,3,4,6,7A

NRG Dallas

1341 W. Mockingbird Ln., Ste. 417 E.
Dallas, TX 75247
Ph. 214-630-8399
Fax 214-630-6769
Contact: Kelly Lynn Ireland
1,3,4,6,7B
Rm. 1) 10x13 Obs. Rm. Seats 8
Rm. 2) 12x17 Obs. Rm. Seats 10
(See advertisement on p. 128)

Plaza Research

14160 Dallas Pkwy.
Dallas, TX 75240
Ph. 214-392-0100 or 800-654-8002
Fax 214-386-6008
Contact: Susan Trace
1,2,3,4,5,6,7B,8,9
Rm. 1) 15x20 Obs. Rm. Seats 15
Rm. 2) 15x20 Obs. Rm. Seats 15
Rm. 3) 15x20 Obs. Rm. Seats 15
(See advertisement on p. 113)

Probe Research

2723 Valley View Lane
Dallas, TX 75234
Ph. 214-241-6696
Fax 214-241-8513
Contact: Richard Harris
1,3,4,6,7C

Quality Controlled Services

14679 Midway Rd., Ste. 102
Dallas, TX 75244
Ph. 800-421-2167
Fax 214-490-3065
Contact: Joyce Clifton
1,3,4,6,7B,10
Rm. 1) 16x20 Obs. Rm. Seats 16
Rm. 2) 20x15 Obs. Rm. Seats 15
Rm. 3) 19x16 Obs. Rm. Seats 12
(See advertisement on p. 53)

Savitz Research Center, Inc.

13747 Montfort, Ste. 211
Dallas, TX 75240
Ph. 214-386-4050
Fax 214-450-2507
Contact: Harriet Silverman
1,3,4,6,7B,8,9
Rm. 1) 30x23 Obs. Rm. Seats 25
Rm. 2) 16x21 Obs. Rm. Seats 20
Rm. 3) 10x8 Obs. Rm. Seats 6
Rm. 4) 10x8 Obs. Rm. Seats 6
(See advertisement on p. 129)

Savitz Research Center, Inc.

2053 The Parks at Arlington Mall
3811 S. Cooper
Arlington, TX 76015
Ph. 817-467-6437
Fax 817-487-6552
Contact: Harriet Silverman
1,3,4,6,7A
Rm. 1) 15x17 Obs. Rm. Seats 10
(See advertisement on p. 129)

NRG DALLAS

Dallas' Newest Focus Group Facility Offers:

- 2 Brand New, State-of-the-Art Focus Group Rooms
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- Experienced Recruiting and Interviewing

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Nortex Research Group
1341 Mockingbird Lane
Suite 417 E
Dallas, TX 75201
FAX: 1-214-630-6769

EL PASO

Aim Research

10456 Brian Mooney
El Paso, TX 79935
Ph. 915-591-4777
Fax 915-595-6305
Contact: Linda Adams
1.3.4.6.7C
Rm. 1) 20x20 Obs. Rm. Seats 15
(See advertisement on p. 130)

HOUSTON

CQS Research

5851 San Felipe, #650
Houston, TX 77057
Ph. 713-783-9111
Fax 713-954-1520
Contact: Noel Roulin
1.3.4.6.7B.8.9
Rm. 1) 24x30 Obs. Rm. Seats 20
Rm. 2) 15x25 Obs. Rm. Seats 12
Rm. 3) 10x15 Obs. Rm. Seats 8

Creative Consumer Research

3945 Greenbriar
Stafford, TX 77477
Ph. 713-240-9646
Fax 713-240-3497
1.3.4.6.7B.8.9

Heakin Research, Inc.

Galleria II
5085 Westheimer, Ste. 3897
Houston, TX 77056
Ph. 713-871-8542
Fax 713-871-8549
Contact: Laurie DeRoberts
1.3.4.6.7A

Heakin Research

1670 San Jacinto Mall
Baytown, TX 77521
Ph. 713-421-2584
Fax 713-421-2514
Contact: Laurie DeRoberts
1.3.4.6.7A

Heakin Research, Inc.

247 Greenspoint Shopping Mall
Houston, TX 77060
Ph. 713-872-4164
Fax 713-872-7024
Contact: Valerie Owens
1.3.4.6.7A

Houston Consumer Research

730 Alameda Mall
Houston, TX 77075
Ph. 713-944-1431
Fax 713-944-3527
Contact: Adreanne Goldbaum
1.3.4.6.7A.8.9
Rm. 1) 16x18 Obs. Rm. Seats 18

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QUALITATIVE CENTERS

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- ◆ Viewing for 20
- ◆ Large Versatile Multi-Purpose and Depth Interviewing Rooms
- ◆ Test Kitchens
- ◆ Both Centers in Office Buildings With Free Parking

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- ◆ Permanent Location
- ◆ Test Kitchen
- ◆ Client Viewing
- ◆ Anchors Include Dillard's, Foley's, Sears
- ◆ Competitive Prices

Savitz

RESEARCH CENTER INC

Established 1980

(214) 386-4050
FAX (214) 450-2507

Dallas ◆ Houston

CODES

- | | |
|--------------------------------|-----------------------------|
| 1. Conference Style Room | 7C. Free Standing Building |
| 2. Living Room Style | 7D. Other |
| 3. Observation Room | 8. 1-on-1 Room |
| 4. Test Kitchen | 9. 1-on-1 Viewing |
| 5. Test Kitchen Obsv. Rm. | 10. Video conferencing |
| 6. Video Equipment Available | † denotes living room style |
| 7A. Located in Shopping Mall | ‡ denotes one-on-one room |
| 7B. Located in Office Building | |

In-Touch Research, Inc.
5855 Sovereign Dr., #200
Houston, TX 77036
Ph. 713-773-8300
Fax 713-773-8306
Contact: Debbie L. Thigpen

- | | |
|--------------|-------------------|
| 1,3,4,6,7B | |
| Rm. 1) 19x22 | Obs. Rm. Seats 25 |
| Rm. 2) 14x22 | Obs. Rm. Seats 10 |

In-Touch Research, Inc.
307 Northwest Mall
Houston, TX 77092
Ph. 713-682-1682
Fax 713-682-1686
Contact: Debbie L. Thigpen
1,3,4,5,6,7A

MVA Research
5851 San Felipe, #600
Houston, TX 77057
Ph. 713-783-9109
Fax 713-783-4238
Contact: Michael Pope
1,2,3,4,6,7B
Rm. 1) 24x30 Obs. Rm. Seats 25
Rm. 2) 15x25 Obs. Rm. Seats 14
Rm. 3) 10x15 Obs. Rm. Seats 9

Opinions Unlimited, Inc.
Three Riverway, Ste. 250
Houston, TX 77056
Ph. 800-658-2656
Contact: Anndel Martin
1,3,6,7B,10
Rm. 1) 20x24 Obs. Rm. Seats 15
Rm. 2) 20x20 Obs. Rm. Seats 15
(See advertisement on p. 131)

Quality Controlled Services
1560 W. Bay Area Blvd., Ste. 130
Friendswood, TX 77546
Ph. 800-522-2385
Fax 713-486-3831
Contact: Diana Reid
1,3,4,6,7B
Rm. 1) 16x20 Obs. Rm. Seats 10
Rm. 2) 19x20 Obs. Rm. Seats 10
(See advertisement on p. 53)

Quick Test, Inc.
762 Sharpstown Center
7500 Bellair Blvd.
Houston, TX 77036
Ph. 713-988-8988
Fax 713-988-1781
Contact: Melodie Henderson
1,3,4,6,7A,8
Rm. 1) 20x22 Obs. Rm. Seats 6
(See advertisement on p. 89)

Savitz Research Center, Inc.
5177 Richmond, Suite 1290
Houston, TX 77056
Ph. 713-621-4084
Fax 713-621-4223
Contact: Harriet Silverman
1,3,4,6,7B,8,9(6)
Rm. 1) 22x30 Obs. Rm. Seats 24
Rm. 2) 18x20 Obs. Rm. Seats 20
Rm. 3) 8x16 Obs. Rm. Seats 6
(See advertisement on p. 129)

The Woodward Group
10101 Southwest Freeway, Ste. 335
Houston, TX 77074
Ph. 713-772-0262 or 800-678-7839
Fax 713-772-0265
Contact: Kerry A. Palermo
1,3,6,7B,8,9

LUBBOCK

United Marketing Research
1516 53rd St.
Lubbock, TX 79412
Ph. 806-744-6740
Fax 806-744-0327
Contact: David McDonald
1,3,6,7C

SAN ANTONIO

Creative Consumer Research
5411 Bandera Rd., Ste. 307
San Antonio, TX 78238
Ph. 210-520-7025
Fax 210-680-9906
1,3,6,7B

Galloway Research Service
4346 NW Loop 410
San Antonio, TX 78229
Ph. 210-734-4346
Fax 210-732-4500
Contact: Patrick Galloway
1,2,3,4,6,7C

UTAH

SALT LAKE CITY

Dan Jones & Associates, Inc.
515 S. 700 E., Ste. 3H
Salt Lake City, UT 84102
Ph. 801-322-5722
Fax 801-322-5725
Contact: Pat Jones
1,2,3,6,7B

Utah Market Research
Ruth Nelson Research Services
50 S. Main St.
Salt Lake City, UT 84144
Ph. 303-363-8726
Fax 801-321-4904
Contact: Cheri Ingram
1,3,4,6,7A

Valley Research & Survey
1104 E. Ashton Ave., #106
Salt Lake City, UT 84106
Ph. 801-467-4476
Fax 801-487-5820
Contact: Sally Christensen
1,3,4,6,7B

Your Opinion Counts
Gay Hill Field Service
4835 Highland Dr.
Salt Lake City, UT 84117
Ph. 801-261-4117
Fax 801-268-0247
Contact: Gay Hill
1,3,6,7A



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OF THE 90'S**

Specially designed 3,200 square feet, free standing focus group facility. Large 20' X 20' conference room, two level viewing room (seats 15), full kitchen, audio, video, expert recruiting. One on ones, executive, professional, medical, Hispanic recruiting a specialty. "Se habla Español".

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Owner and Director
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FAX (915) 595-6305

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El Paso, Texas 79935
(Twenty-five Years in El Paso)

VERMONT

BURLINGTON

Macro International, Inc.

126 College St.
Burlington, VT 05401
Ph. 802-863-9600
Fax 802-863-8974
Contact: James E. Fong
1.3.6.7B.8
Rm. 1) 25x20 Obs. Rm. Seats 8
(See advertisement on p. 73)

VIRGINIA

NORFOLK/VIRGINIA BEACH

Continental Research

4500 Colley Ave.
Norfolk, VA 23508
Ph. 804-489-4687
Contact: Nanci Glassman
1.3.6.7B
Rm. 1) 11x21 Obs. Rm. Seats 9

Norfolk Focus Group Centre Div. of Martin Research, Inc. #5 Koger Executive Ctr., #110

Norfolk, VA 23502
Ph. 804-455-8463
Fax 804-455-8503
Contact: Jennifer Vedra
1.3.6.7B.8
Rm. 1) 12x20 Obs. Rm. Seats 8

Quick Test, Inc.

816 Greenbrier Cir., Ste. 208
Chesapeake, VA 23320
Ph. 804-523-2505
Fax 804-523-0463
Contact: Gerri Kennedy
1.3.4.6.7B
Rm. 1) 13x15 Obs. Rm. Seats 8
(See advertisement on p. 89)

RICHMOND

Capital Focus Group Centre Div. of Martin Research, Inc.

Koger Center-West End
Dale Bldg., Ste. 108
1504 Santa Rosa Rd.
Richmond, VA 23229
Ph. 804-285-3165
Fax 804-285-7130
Contact: Kathryn McGuire
1.3.6.7B.8
Rm. 1) 12x20 Obs. Rm. Seats 8

Richmond Focus Group Center

6802 Paragon Place, Ste. 210
Richmond, VA 23230
Ph. 804-288-0590
Fax 804-288-3234
Contact: Terry Brisbane
1.3.7B
Rm. 1) 20x24 Obs. Rm. Seats 12

Southeastern Institute of Research, Inc.

2325 W. Broad St.
Richmond, VA 23220
Ph. 804-358-8981
Fax 804-358-9761
Contact: Lois Abernathy
1.3.6.7C.8
Rm. 1) 15x15 Obs. Rm. Seats 10

ROANOKE

Roanoke Focus Group Centre

Div. of Martin Research, Inc.
2122 Carolina Ave. S.W.
Roanoke, VA 24014
Ph. 703-342-5364
Fax 703-982-8101
Contact: Marjorie Jeskey
1.3.4.6.7C.8
Rm. 1) 12x16 Obs. Rm. Seats 6

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IN THE SOUTH & SOUTHWEST**

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Three Riverway • Suite 250 • Houston, TX • 77056

CODES

- | | |
|--------------------------------|-----------------------------|
| 1. Conference Style Room | 7C. Free Standing Building |
| 2. Living Room Style | 7D. Other |
| 3. Observation Room | 8. 1-on-1 Room |
| 4. Test Kitchen | 9. 1-on-1 Viewing |
| 5. Test Kitchen Obsv. Rm. | 10. Video conferencing |
| 6. Video Equipment Available | † denotes living room style |
| 7A. Located in Shopping Mall | ‡ denotes one-on-one room |
| 7B. Located in Office Building | |

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Seattle, WA 98103

Ph. 206-632-7859

Fax 206-632-7879

Contact: Jerry Carter at 206-241-6050

1,3,4,6,7B,10

Rm. 1) 15x20 Obs. Rm. Seats 16

Rm. 2) 20x40 Obs. Rm. Seats 8

*(See advertisement on p. 120)***Consumer Opinion Services**

12825 1st Ave. S.

Seattle, WA 98168

Ph. 206-241-6050

Fax 206-241-5213

Contact: Jerry Carter at 206-241-6050

1,3,4,5,6,7C

Rm. 1) 15x20 Obs. Rm. Seats 8

*(See advertisement on p. 120)***Consumer Opinion Services**

10829 NE 68th St., Bldg. B

Kirkland, WA 98033

Ph. 206-827-3188

Fax 206-827-2023

Contact: Jerry Carter at 206-241-6050

1,3,4,6,7B

Rm. 1) 15x20 Obs. Rm. Seats 8

*(See advertisement on p. 120)***Decision Data, Inc.**

200 Kirkland Ave., Ste. C

Kirkland, WA 98033

Ph. 206-827-3234

Fax 206-827-2212

Contact: Russ Riddle

1,3,6,7B

(See advertisement on p.132)

Evans/McDonough Co., Inc.

111 Queen Anne Ave. N., Ste. 500

Seattle, WA 98109

Ph. 206-282-2454

Fax 206-285-2644

Contact: Andrew Thibault

1,3,6,7B

Rm. 1) 15x21 Obs. Rm. Seats 14

Rm. 2) 8x9 Obs. Rm. Seats 4

Friedman Marketing/Seattle

South Hill Mall

3500 Meridian S.

Puyallup, WA 98373

Ph. 206-840-0112 or 914-698-9591

Fax 206-840-0517

1,3,4,6,7A,8,9

Rm. 1) 14x16 Obs. Rm. Seats 10

The Gilmore Research Group

2324 Eastlake Ave. E., Ste. 300

Seattle, WA 98102

Ph. 206-726-5555

Fax 206-726-5620

Contact: Vikki Murphy

1,3,6,7B,8,9,10

Rm. 1) 14x20 Obs. Rm. Seats 12

Rm. 2) 14x19 Obs. Rm. Seats 8

Rm. 3) 8x8 Obs. Rm. Seats 8

*(See advertisement on p. 133)***GMA Research Corp.**

11808 Northup Way

Bellevue, WA 98005

Ph. 206-827-1251

Fax 206-828-6778

Contact: Donald Morgan

1,3,4,6,7B

Hebert Research, Inc.

13629 N.E. Bel-Red Rd.

Bellevue, WA 98005

Ph. 206-643-1337

Contact: John Burshek

1,3,6,7B

Northwest Research Group

400 108th Ave. N.E., Ste. 200

Bellevue, WA 98004

Ph. 206-635-7481

Fax 206-635-7482

Contact: Jeff Eitherton

1,3,6,7B

Rm. 1) 12x16 Obs. Rm. Seats 15

Market Data Research

955 Tacoma Ave. S., #101

Tacoma, WA 98402

Ph. 206-383-1100 or 800-488-DATA

Contact: Gene Starr

1,3,6,7B

Market Trends, Inc.

3633 136th Place SE, Ste. 110

Bellevue, WA 98006

Ph. 206-562-4900

Fax 206-562-4843

Contact: Jackie Weise

1,3,4,6,7B,8

Rm. 1) 15x20 Obs. Rm. Seats 10

Rm. 2) 10x10

SPOKANE**Robinson Research, Inc.**

East 130 Indiana, #B

Spokane, WA 99207

Ph. 509-325-8080

Fax 509-325-8068

Contact: William D. Robinson

1,3,6,7C

Rm. 1) 11x18 Obs. Rm. Seats 6

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Charleston, WV 25301
Ph. 304-755-5889

Fax 304-755-9889

Contact: Gary L. McMillion

1,2,3,6,7B,8,9

Rm. 1) 18x14 Obs. Rm. Seats 12

1Rm. 2) 18x14 Obs. Rm. Seats 12

(See advertisement on p. 14)

HUNTINGTON

McMillion Research

Huntington Mall

Rte. 60 at I-64

Huntington, WV 25501

Ph. 304-755-5889

Fax 304-755-9889

Contact: Sandy McMillion

1,3,4,6,7A

Rm. 1) 16x15

(See advertisement on p. 14)

PARKERSBURG

Lockney & Associates

1 Wildwood Dr.

Parkersburg, WV 26101

Ph. 304-863-8004

Fax 304-863-8007

Contact: Gary Lockney

1,6,7C

WISCONSIN

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Fox River Mall, #712

4301 W. Wisconsin Ave.

Appleton, WI 54913

Ph. 414-730-2240 or 914-698-9591

Fax 414-730-2247

1,3,4,6,7A,8

Rm. 1) 13x12 Obs. Rm. Seats 4

Quality Controlled Services

4330 W. Spencer St.

Appleton, WI 54915

Ph. 414-722-4700

Fax 414-722-3914

Contact: Sharon Cornell

1,2,3,4,6,7C,8,9

Rm. 1) 20x24 Obs. Rm. Seats 15

Rm. 2) 16x18 Obs. Rm. Seats 12

Rm. 3) 11x11 Obs. Rm. Seats 8

1Rm. 4) 20x13 Obs. Rm. Seats 15

1Rm. 5) 20x9 Obs. Rm. Seats 12

(See advertisement on p. 53)

GREEN BAY

Wisconsin Research, Inc.

1270 Main St.

Green Bay, WI 54302

Ph. 414-436-4646

Fax 414-436-4651

Contact: Barbara Smits

1,3,4,6,7B,8

Rm. 1) 22x16 Obs. Rm. Seats 12

MADISON

Gene Kroupa & Associates

502 N. Eau Claire Ave.

Madison, WI 53705

Ph. 608-231-2250

Fax 608-231-6952

Contact: Gene Kroupa

1,3,4,6,7B

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Frequent traveler

Believes clothes make the man



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5. Test Kitchen Obsv. Rm.	10. Video conferencing
6. Video Equipment Available	† denotes living room style
7A. Located in Shopping Mall	‡ denotes one-on-one room
7B. Located in Office Building	

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275 West Wisconsin Ave.
Milwaukee, WI 53203
Ph. 414-274-6060
Fax 414-274-6068
Contact: Kathy Jorsch
1,3,4,5,6,7A,8,9
Rm. 1) 18x19 Obs. Rm. Seats 12
Rm. 2) 21x8 Obs. Rm. Seats 15

Dieringer Research Associates
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Milwaukee, WI 53222
Ph. 800-489-4540
Fax 414-449-4540
Contact: Nancy Kugler
1,3,6,7B
Rm. 1) 12x24 Obs. Rm. Seats 10

Focus and Facts
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Milwaukee, WI 53210
Ph. 414-453-6086
Fax 414-453-6087
Contact: Millie Sevedge
1,3,4,6,7B

Lein:Spiegelhoff, Inc.
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Brookfield, WI 53005
Ph. 414-797-4320
Fax 414-797-4325
Contact: Arlene Spiegelhoff
1,3,4,6,7B
Rm. 1) 20x24 Obs. Rm. Seats 16
Rm. 2) 20x24 Obs. Rm. Seats 16
Rm. 3) 20x22 Obs. Rm. Seats 12

Mazur/Zachow, Inc.
4319 N. 76th St.
Milwaukee, WI 53222
Ph. 414-438-0805
Fax 414-438-0355
Contact: Diane Zachow
1,3,4,6,7B
Rm. 1) 16x18 Obs. Rm. Seats 9
Rm. 2) 14x18 Obs. Rm. Seats 8

Milwaukee Market Research, Inc.
2835 N. Mayfair Road
Milwaukee, WI 53222
Ph. 414-475-6656
Fax 414-475-0842
Contact: Susan Lehmann
1,3,4,6,7B
Rm. 1) 19x22 Obs. Rm. Seats 14
Rm. 2) 19x20 Obs. Rm. Seats 14

Zigman • Joseph • Stephenson
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Milwaukee, WI 53202
Ph. 414-273-4680
Fax 414-273-3158
Contact: George Shiras
1,3,6,7B
Rm. 1) 15x22

CANADA

ALBERTA

Criterion Research Corp.
10155-114 St., Ste. 101
Edmonton, AB T5K 1R8
Ph. 403-423-0708
Fax 408-425-0400
Contact: Janice Monfries
1,2,3,4,6,7B,8

BRITISH COLUMBIA

Butler Research Associates
1156 Hornby St.
Vancouver, BC V6C 1V6
Ph. 604-682-4292
Fax 604-682-8582
Contact: Patricia Dufresne
1,3,4,6,7B,8,9
Rm. 1) 20x18 Obs. Rm. Seats 14
Rm. 2) 18x15 Obs. Rm. Seats 14

Research House, Inc.
Metrotown Centre, 468-4800 Kingsway
Burnaby, BC V5H 4J2
Ph. 604-433-2696
Fax 604-433-1640
Contact: Tammy Anderson
1,2,3,4,6,7A
Rm. 1) 14x18 Obs. Rm. Seats 12
(See advertisement on p. 135)

MANITOBA

Opinion Place
66 L-1485 Portage Ave.
Polo Park Shopping Centre
Winnipeg, MB R3G 0W4
Ph. 204-987-1960
Fax 204-783-9748
Contact: Kathy Heffernan
1,3,4,6,7A,8,9
Rm. 1) 12x19 Obs. Rm. Seats 12

ONTARIO

ABM Research Ltd
17 Madison Ave.
Toronto, ON M5R 2S2
Ph. 416-961-5511
Fax 416-961-5341
Contact: Judi Rosen
1,2,3,4,6,7C

Butler Research Associates, Inc.
20 Holly St., Ste. 301
Toronto, ON M4S 3B1
Ph. 416-487-4144
Fax 416-487-4213
Contact: Tanya Vierhuis
1,3,4,6,7B,8,9
Rm. 1) 16x18 Obs. Rm. Seats 12
Rm. 2) 10x16 Obs. Rm. Seats 8

Canada Market Research Ltd.
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Ph. 416-964-9222
1,3,6,7B

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Fax 416-469-2488
Contact: John Gonder
1,2,3,4,6,7C,8,9
Rm. 1) 15x18 Obs. Rm. Seats 15
1Rm. 2) 15x18 Obs. Rm. Seats 15

Infocus
920 Yonge St., Ste. 720
Toronto, ON M4W 3C7
Ph. 416-928-1562
Contact: Sara Greenberg
1,2,3,4,6,7B

Insights
546 Adelaide St. N.
London, ON N6B 3J5
Ph. 519-679-0110
Fax 519-679-1624
Contact: Kathy Sorenson
1,2,3,4,6,7C
Rm. 1) 16x14 Obs. Rm. Seats 8

INTERtab
100 Sheppard Ave. E., Ste. 700
Toronto, ON M2N 6N5
Ph. 416-250-8511
Fax 416-250-8515
Contact: Focus Group Coordinator
1,3,6,7B
Rm. 1) 12x21 Obs. Rm. Seats 8
1Rm. 2) 16x18 Obs. Rm. Seats 15

Market Facts of Canada
77 Bloor St. W.
Toronto, ON M5S 3A4
Ph. 416-964-6262
Fax 416-964-5882
Contact: Gail Durance
1,2,3,6,7B

Research House, Inc.
273 Eglinton Ave. E.
Toronto, ON M4P 1L3
Ph. 416-488-2328
Fax 416-488-2368
Contact: Dawn Smith or Linda Lane
1,2,3,6,7C
Rm. 1) 13x12 Obs. Rm. Seats 8
(See advertisement on p. 135)

Research House, Inc.
500 Rexdale Blvd., Ste. C1A
Rexdale, ON M9W 6K5
Ph. 416-488-2328
Fax 416-488-2368
Contact: Dawn Smith or Linda Lane
1,3,4,6,7A
Rm. 1) 16x14 Obs. Rm. Seats 12
(See advertisement on p. 135)

Research House, Inc.
Portage Place
1154 Chemong Rd.
Peterborough, ON K9H 7J6
Ph. 705-745-0670
Fax 416-488-2368
Contact: Dawn Smith
1,3,4,6,7A
Rm. 1) 14x12 Obs. Rm. Seats 8
(See advertisement on p. 135)

Thompson Lightstone & Company Ltd.
1027 Yonge St., Ste. 100
Toronto, ON M4W 2K9
Ph. 416-922-1140
Fax 416-926-8014
Contact: Ian Lightstone
1,3,4,6,7B,8,9

Thompson Lightstone & Company Ltd.
25 Peel Centre Dr., Unit 260
Bramalea, ON L6T 3R5
Ph. 416-922-1140
Fax 416-926-8014
Contact: Anne Termaten
1,3,4,6,7A,8

Toronto Focus
4950 Yonge St., Ste. 1700
Toronto, ON M2N 6K1
Ph. 416-250-3611
Fax 416-221-2214
Contact: Pennie Glancy
1,3,4,6,7B
(See advertisement on the back cover)

Quebec

Contemporary Research Center
1250 Guy St., Ste. 802
Montreal, QU H3H 2T4
Ph. 514-932-7511
Fax 514-932-3830
Contact: Luc Gauthier
1,3,6,7B,8,9

Solimar/Market Facts of Canada
1200 McGill College
Montreal, QU H3B 4G7
Ph. 514-875-7570
Fax 514-875-1416
Contact: Denis Grenier
1,2,3,6,7B

INTERNATIONAL

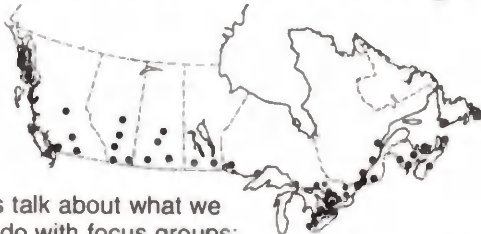
POLAND

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00803 Warsaw, Poland
Ph. 48-2-6302244
Fax 48-2-6302234
1,3,4,5,6,7B,8,9
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(See advertisement on p. 73)

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We're currently planning the next several issues of QMRR and we're looking for research projects to profile. If your company or organization has a research project that would make an interesting case history, we want to cover it!

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Trade Talk

continued from p. 138

of placing the camera unit in with the respondents, a camera operator videotapes the group from behind the glass in the viewing room.

Validates approach

The FocusVision Network transmitted its first group in January 1991. VCAN's GroupNet came on line earlier this year. Rather than fret about the competition, Houlahan says he welcomes VCAN's entry into the market. "I think having another voice promoting this application is going to speed up the adoption process. Their entry validates the approach and their advertising and promotion will increase the awareness and validity of it."

Houlahan says that three trends in business in the late '80s and early '90s paved the way for video transmission of focus groups. First, as more businesses use video conferencing for meetings and other purposes, the technology has improved and prices for equipment have dropped. Second, as businesses have refocused on consumers through TQM and customer satisfaction efforts, they're more interested than ever in "getting in touch" with consumers. Focus groups, of course, are a great way to do that. Third, corporate payroll and budget slashing has companies scrambling to cut costs and squeeze more work out of fewer employees. If there's a way to save a company time and money, they're all ears.

Video transmission of focus groups does both. It eliminates the travel related expenses of those attending groups and it conserves time. "A walk to the conference room or a short drive to a nearby focus group facility replaces a two-day trip to Dallas."

Houlahan says.

In addition, people who have an interest in the groups (R&D folks, management, agency creatives) but who normally are excluded from attending due to cost or lack of time can view the sessions.

Ain't cheap

Of course, video transmission of focus groups ain't cheap, but Houlahan and Altschul maintain that if you factor in the cost of travel, meals and lodging for back-room viewers and the lost worker productivity, the approach more than offsets its price tag.

It may also result in better research, Houlahan asserts. With nearly every city convenient for video transmitted focus groups, researchers don't have to eliminate far-flung areas from research consideration. "Sometimes, to keep travel costs down, companies will do more local groups or they will restrict who can travel to view out of town groups. They cut off the distant markets to save money. Video transmission permits the head of the research department to better manage the qualitative research process," he says.

Houlahan foresees increasing use of international video transmission of groups and greater cooperation between providers of data transmission lines. Whatever the future holds, he believes research providers and clients alike will benefit.

"When we entered this business, we saw it as a win-win-win for the qualitative industry. The facilities that offer video transmission continue to receive revenue from recruitment and room rentals while adding a new revenue stream. For the moderators, it earns them broader exposure. More people in more companies are able to see them in action. And most important, clients get qualitative research delivered more efficiently and effectively." □

Sales Offices

Headquarters: Evan Tweed, *Quirk's Marketing Research Review*, 6607 18th Ave. So., Minneapolis, MN 55423, Phone: 612-861-8051. Fax: 612-861-1836

West Coast: Lane Weiss, Lane Weiss & Associates, 10 Black Log Rd., Kentfield, CA 94904, Phone: 415-461-1404. Fax: 415-461-9555

Listing Additions

Please add the following firm to the 1994 Directory of Mall Research Facilities:

Heakin Research, Inc.
Mall of America
300 E. Broadway
Bloomington, MN 55425
Ph. 612-854-3535
Fax 612-854-4375
Income: Middle
Stat. NA



Trade Talk

By Joseph Rydholm/QMRR editor

FGTV: focus group television

You've heard of the Big Three TV networks, but what about the Big Two *focus group* TV networks?

While both VCAN (the Video Conferencing Alliance Network) and the FocusVision Network add their own twists to the process, they offer essentially the same basic service — live video transmission and remote viewing of focus groups.

Say, for example, you're in Cincinnati and some important focus groups are being held in Los Angeles. You can still check out the proceedings using one of the networks, either on a video monitor in your office conference room or at a nearby facility that's a member of one of the networks.

Across the country

Both networks have affiliations with focus group facilities across the country. FocusVision works with independents like San Francisco's Ecker & Associates and larger national operations like Fieldwork, Inc. and Quality Controlled Services.

VCAN offers its GroupNet video conferencing through independently owned and operated firms like the Philadelphia area's Group Dynamics in Focus and Consumer Opinion Services, Seattle, says Ken Altschul, partner in Wolf/Altschul/Callahan Inc., a New York City research firm that's also a member of VCAN.

Since many large client companies have already installed equipment for video conferencing, both services allow clients to use their own equipment as long as the systems are compatible.

To record the groups, FocusVision uses two cameras, hidden behind smoked glass, in a movable unit about the size of a refrigerator that sits in the room with respondents. "Respondents are always told that the group is being transmitted to people who want to see it but can't be here today," says John Houlahan, founder and president of FocusVision, New York City. Cameras are controlled from the client end and a FocusVision facilitator is always with the client to move the cameras and monitor the audio.

VCAN takes a slightly different approach. Instead

continued on p. 137



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